

Media scope®

FEBRUARY 1961-75 CENTS

SERVING THE BUYERS OF ADVERTISING / PUBLISHED BY STANDARD RATE & DATA SERVICE, INC.



How
Media
Research
Sharpens
Buying
at
**J. Walter
Thompson**

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Watch this space
next month for another
new idea from STEEL.

MARKETING WORK FILE

Another new marketing aid
from STEEL...the most
complete, single source of
metalworking information
ever made available by an
industrial publisher. Puts at
your fingertips all basic
market data you need for
more effective, shirt-sleeve
marketing to metalworking.
Available now from your
STEEL Representative.

EXPECT NEW IDEAS. FI

S. **FIRST FROM**

STEEL
The
Metalworking Weekly

BPA

NBP

Newsweek is read by more government purchasing agents than any other newsweekly

Government in the U. S.—Federal, State and Local—is the world's largest consumer. In 1959, government spent 67 billion dollars on goods and services. To make sound decisions, government purchasing officials need *all* the facts

... facts presented fairly and clearly — as only Newsweek presents them. Small wonder that, according to a recent survey by Walter Gerson and Associates, more government purchasing agents read Newsweek than any other newsweekly.

... ahead of the news, behind the headlines ... for people at the top



MEMO TO MEDIA:

MEDIA AWARDS--THE WHY AND THE HOW

Until a few years ago the idea of special awards for creative contributions in media-buying would have brought a chuckle from the average advertising man. Creativity was the private preserve of Art and Copy. Besides, what could possibly be creative about buying time or space?

However, the combined impact of increased opportunities for investing money in new media, the almost infinite combinations of magazine inserts, gatefolds, and regional splits, the rapidly growing TV industry, and a business recession has forced an answer to this question in no uncertain terms. It has brought the media-buying function into sharp relief against the other elements of advertising. It has pointed up the importance of buying media more efficiently and demonstrated the need for creativity in media thinking.

In sponsoring the Annual Media Awards, Media/scope's purpose is "to encourage creative thinking toward the more efficient selection and use of advertising media." We feel this fits logically into our role as a publication devoted exclusively to helping those who buy or influence the purchase of advertising.

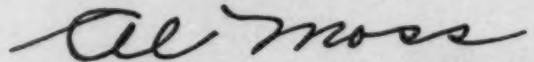
But beyond administering them, Media/scope's responsibility for the Media Awards and the Awards Presentation ends. The original idea of giving special recognition to outstanding work in the field of media-buying is the brain-child of Dr. E. L. Deckinger, Vice President and Media Director of Grey Advertising. Entries are examined and judged by an independent panel of judges made up of recognized authorities in advertising who graciously volunteer their time and effort to make the Awards possible.

All submissions for the 1961 Awards are now in. We are delighted both with the quantity of the entries (more than ever before) and with the enthusiastic response the Awards are receiving from advertising people in general and media and media-buying people in particular. We are confident that this year, as in the past, no significant public statement on media, no outstanding media research or media technique, will be omitted from consideration by the judges.

(Over)

To you, as a representative of a medium or as someone who actively participates in the media-buying function, we extend a cordial invitation to attend the Media Awards Presentation to be held in the Starlight Roof of the Waldorf-Astoria in New York on April 7, 1961. A letter to Executive Secretary, Annual Media Awards, Media/scope, 420 Lexington Ave., New York 17, N. Y., will put you on our official Invitation List to be mailed early in March.

Sincerely,

A handwritten signature in cursive script that reads "A. W. Moss".

A. W. Moss
Assistant Publisher

(This insert appears only in those copies going to our complimentary list.)

published by Standard Rate & Data Service, Inc.

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SUBSCRIPTION RATES AND QUALIFICATIONS

For qualified people in media-buying in U. S., its Possessions and Canada: \$3 a year, \$5 two years, \$7 three years. All other countries \$6 a year, \$10 two years.

For people outside the media-buying function (publishers, time and space salesmen, associations, research organizations, etc.) in U. S., its Possessions, Canada: \$7.50 a year. All other countries \$10 a year. Subscription orders must show name and title of individual, name of company, and nature of company's business. Publisher reserves right to refuse non-qualified subscriptions.

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Something Missing

...like California without the Billion Dollar Valley of the Bees

- Actually, total effective buying income of more than 3½ billion, greater than each of 24 states
- Twenty-seven prosperous counties which together form California's third great market

Don't miss California's booming inland Valley in your sales plan-

ning. Here is a separate and distinct market . . . ringed by mountains . . . apart from the Coast.

Nothing in print sells Valley families like their own local newspapers, The Fresno, Modesto and Sacramento Bees.

Data Source: Sales Management's 1960
Copyrighted Survey

- THE SACRAMENTO BEE
- THE MODESTO BEE
- THE FRESNO BEE



MCCLATCHY NEWSPAPERS

NATIONAL REPRESENTATIVES . . . O'MARA & ORMSBEE

Three types of discounts: McClatchy gives national advertisers discounts on bulk . . . frequency . . . or combined bulk-frequency. Check O'Mara & Ormsbee for details.



it takes a "sixth sense" to make the most of the fast growing OEM

The "first five" are concerned with measuring media. You weigh editorial, readership, response, circulation and advertising volume . . . and arrive at a good sense of relative values. In the case of MACHINE DESIGN, of course, you get facts which prove leadership on all points. But what about measurement of market for your products? The OEM MANUAL, prepared by the Market Research Department of MACHINE DESIGN, meets the needs of your "sixth sense" best. It provides the latest and most comprehensive data available to help you plan your marketing approach to the OEM. It's one of the chief reasons why MACHINE DESIGN is recognized as Headquarters for OEM Information. Ask your MD man for the full story. MACHINE DESIGN, A Penton Publication, Penton Building, Cleveland 13, Ohio.



**MACHINE
DESIGN**





"Just to start the conversational ball rolling,
how much do you make a year?"

Atrocious manners, perhaps -- but a fascinating subject. There is more fascination about money -- and more frustration and exhilaration and aggravation and joy -- than about anything else you can think of. Now, starting in January, *The Ladies' Home Journal* makes news about money.

In "How America Spends Its Money," the Journal probes the pocketbooks of 12 American families ... each with a different income, each struggling to stretch inelastic dollars over crucial needs and desires. No facet of family finance is left unexplored. You'll see how cold figures can yield to warm impulse (example: the young lawyer who painfully budgeted his income for months -- then blew his small savings on a no-time-limit phone call to Austria for his homesick Viennese wife on her birthday.) If you're an economist, you'll get an intimate new insight into America's money management. If you're an advertiser -- even the most astute one -- you're bound to learn a little more about what and when and why people buy (and what and when and why they don't).

Best of all, if you're a woman -- and after all, the Journal is edited for women -- you'll discover to your delight that this is more than a superb reporting job. Every family studied by the Journal could, with wiser planning, be getting more for its money (couldn't yours?); the Journal got experts to show them how. A noted financial counselor takes each family's budget apart and puts it together again -- better. There's tax advice, savings suggestions, investment counsel you'd gladly pay extra for.

News? It's the most important news for women (and for those who sell to women) in any women's



NO. 1 MAGAZINE FOR WOMEN / NO. 1 IN CIRCULATION / NO. 1 IN NEWSSTAND SALES

When the Journal speaks--women listen

MEDIA/SCOPE

Serving the buyers of advertising
Published monthly by
Standard Rate & Data Service, Inc.



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Fleetwood 1-4523

PACIFIC COAST OFFICE
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1709 W. Eighth Street
Los Angeles 17, Calif.
Hubbard 3-5141

From the publisher's notebook



KEFAUVER'S COONSKIN:

—A Trade Mark In Need of Repair?

It seems there will always be among us some who would scrap the free enterprise economy. Among the elements of enterprise that they attack is the use of brand names, and of advertising of those brand names. They would have us substitute instead products known only by their generic titles, possibly graded A, B, C by some government body.

This question was a most active topic of conversation some 25 years ago, when grade labeling of foods was proposed by several politicians who found that they could command headlines by talking the subject up. The same basic topic is headlined again today. It is suggested that drug manufacturers be prohibited from putting a brand name on the drugs that they develop, manufacture, and distribute.

The drug industry, under the stimulus of free enterprise, has in recent years developed wonder drugs that halt many diseases quickly and that ease the burdens of old age. They are expensive. Development costs have to be paid for; investments into further experimentation must be made. And because of the speed of development of constantly more valuable drug items, costs of the drugs that were new yesterday have to be written off quickly.

But the theorists disregard the facts of cost. They say costs would not be so high if it were not for advertising. And they say the manufacturers would not be able to maintain these prices, if it were not that the drugs had brand names. However, somebody has to pay for improvements or manufacturers could not go on creating continuously better products. Furthermore, how would our people know which drugs were made by manufacturers whom they trust if the drugs were nameless? The reputation of the maker, symbolized in the trade marks or brand name, is the best—and sometimes the only—protection the public has.

The present attacks on brand labeling were allowed to gain attention and credence by Senator Estes Kefauver at the hearings over which he presided into alleged over-pricing of drugs. Fortunately the Senator and his press agents have stirred up more than headlines contributing to his own political brand image. They have stirred the drug industry and its loyal business press to reply. Particular commendation for entering the fray should be given to Leavitt C. Parsons, publisher of *Mid-Atlantic Apothecary*, who minces no words in taking Senator Kefauver to task.

Copies of Mr. Parsons' editorials have been distributed to key persons in government, to Senator Kefauver, and to industrial leaders. A crusading trade paper publisher has come to the aid not only of his own industry but also of the American people. If the Senator from Tennessee is the statesman that he has symbolized in his coonskin hat (what a trade mark, that!), he will take Mr. Parsons' advice and at least try to correct false impressions about brand labeling publicized under his auspices. In so doing he might even restore some luster to his own trade mark.

Walter E. Botthof

HOME OF THE GODS: RENT-\$1 A YEAR



High on a beautiful hilltop over Cincinnati—silhouetted against the clouds...stands historic Mt. Olympus. It is the modern "home of the gods"...of learning and imagination and wisdom. It is the home of WCET Educational Television Station.

Mt. Olympus includes one of the world's largest and finest TV studios with a giant TV tower built by the Crosley Broadcasting Corporation at a cost of \$500,000—but these telecasting facilities are now rented as a public service to WCET for only \$1 a year.

WCET
in the
Educa
colleg
progra

the dynamic
WLW stations

WLW-T
Television
Cincinnati

WLW-A
Television
Atlanta

WLW-I
Television
Indianapolis

WLW-D
Television
Dayton

WLW-C
Television
Columbus

**W
L
W**

Radio

Crosley Broadcasting
Corporation a
division of **Avco**

WCET, which was the first Educational TV Station licensed in the U. S., is operated by the Greater Cincinnati TV Educational Foundation composed of 52 school systems, colleges, and universities. This year the educational programs of WCET are being viewed in 28,000 homes

and in over 400 schools by thousands of students throughout the Cincinnati area.

So the Crosley Broadcasting Corporation considers it an honor to rent its half-million-dollar Mt. Olympus facilities to WCET for \$1 a year. Our pride and our privilege.

and finest
Crosley
00—but
a public

Emotional Involvement: The Next Media Frontier

"The high-level executive heading up the marketing-media-research complex in a modern agency is likely to be smothered by figures and surfeited with facts. He is surrounded by nose-counters, both human and machine. In fact, he may be so preoccupied with noses that he loses sight of the face of a vital problem: measurement of the degree of emotional involvement of the viewer or reader or listener with the vehicle which will carry the ultimate advertisement . . .

"Today we can measure audience with reasonable exactitude. And we can break down that audience by age and income groups, sex and financial potential. But when it comes to the moment of truth, when the executive must forecast the emotional climate in which the advertisement will stand or fall, then he must abandon his beautiful machinery . . . and strike off alone into a statistic-less jungle . . .

"The measurement of emotional environment of various media, in my opinion, is the major variable between successful advertising and failure. It probably is the next media frontier which we must conquer."

by Robert E. Britton,
Vice-President for Marketing-Media-Research
MacManus, John & Adams,
Bloomfield Hills, Mich.

(excerpted from
Television Magazine, October 1960)



PHOTOGRAPHED BY DUANE R.

Alert marketers are already finding rich pay-dirt of emotional involvement by advertising in America's many fine selective magazines.

People with a mind for the news read Time or Newsweek. Readers with a wanderlust for the world go for Holiday or National Geographic.

And 950,000 families each week who love the vigor and activity so characteristic of today's suburban-based life have become devoted fans of **SPORTS ILLUSTRATED**.

Because sportsmen and women are inevitably energetic and outgoing, **SPORTS ILLUSTRATED** delivers your advertising message to a readership that is singularly selective.

By any measure, emotional involvement in **SPORTS ILLUSTRATED**—and hence advertising response—is bound to be at a high level. And it can be acted upon: median household income is \$10,835 (one of the highest of any magazine) at a median household head age of 42 (one of the lowest). It is almost a truism that "active people make active markets."

Circulation now 950,000 weekly



Sports Illustrated



Scope on Media

A LOOK AROUND AND A LOOK AHEAD

INDUSTRIAL BUDGETS UP 2 PER CENT

Industrial advertising budgets are due to inch up 2 per cent in 1961, according to a survey made among 327 advertising managers by the Association of Industrial Advertisers. This will hardly keep pace with anticipated rate increases in the business publication field, as reported by James B. Kobak in *MEDIA/SCOPE* last month (January, page 44). Mr. Kobak pointed out that close to half the magazines he checked were expecting to increase rates; and among those who expected to do so, three quarters expected to increase them by more than 5 per cent.

Significant in view of this virtual belt-tightening by industrial advertisers, is an apparent switch from company-wide or "image" advertising to a greater concentration on industrial product advertising, also reported in the AIA study. Although 37 per cent of the advertising managers anticipated no noteworthy change in policy, 45 per cent expect to place greater stress on product advertising, compared to only 18 per cent who expect to lay greater stress on image advertising.

The survey also indicates that direct mail will withstand budget cuts better than will business publications. Among advertisers planning to increase budgets, space and direct mail were both mentioned as due for increases; but among the advertisers planning cuts, space was frequently mentioned, and direct mail only by 5 out of 80 cutters—and 18 of the 80 who plan cuts expect actually to spend more on direct mail when they cut total dollars.

BUSINESS PAPER SPLITS

The trend to regional editions and split runs in consumer magazines now appears to be enlarging in the business publication field. *The Wall Street Journal*, one of the first publications to offer regional editions, added greater flexibility still this month with split runs within two of its four regional editions: the Midwest and Eastern. The publication's first regional edition, Pacific Coast, was added in 1929; and it subsequently added a Midwest and a Southwest, with printing facilities so decentralized that it could profitably sell space in any one or combination of editions (see *MEDIA/SCOPE*, January 1960: "Should Business Publishers Offer Regional Editions," by Ronald F. Meadows). Now, with printing facilities separated in Chicago

and Cleveland in the Midwest, and in Chicopee Falls, New York City, and Washington, D. C., in the East, it is offering to run different copy at no extra cost in each of those facilities. However, the advertiser must buy the whole of the region in each case.

Hudson Publishing Company, Los Altos, Cal., has added a split-audience copy service in *Building Products*, a controlled circulation monthly directed to architects and builders. Advertisers may now run two different advertisements or inserts of two pages or more in separate parts of the same issue, directed separately to 16,500 architects and to 26,500 builders, contractors, and other building influences. Regular space rates plus a service charge apply. The split is accomplished by simply halting the press during the run, and switching split-run plates; then routing the copies to two separate stenciled lists.

Tech Publishers, Inc., Hempstead, N. Y., has added three regional editions of *Electronic Products*, a controlled circulation monthly for electronic engineers and purchasing agents. Advertisers may buy space in any or all three new regional editions: East, Midwest, and West at special page rates. With a one-time national page rate of \$750, the regional rates are: \$350 Midwest, \$395 West, and \$495 East. Objectives are to help advertisers pinpoint promotion in specific area, test products regionally, and sell products in limited market areas.

JWT PRESENTATION

It's unusual for any agency to disclose detailed portions of a client presentation. When J. Walter Thompson does it, it's news, even though the broadcast recommendation discussed is for the 1957-58 season.

Among the objectives of the Ford campaign that season, as one example, was a 40 per cent share of audience for each network television program used. Try getting that today! But 43 of the 131 evening programs aired during November and December of 1956 had audience shares of 40 per cent or better. The average share of all 131 was an unbelievable (by today's standards) 33.7 per cent.

According to Robert E. Buchanan, vice president, TV-Radio programing, at J. Walter Thompson, who described the broadcast plan before one of last month's Time-buying and Selling Seminars of the Radio and Television Execu-

Scope on Media

tives Society, the Ford schedule that season came so close to achieving the exact estimates of coverage, share, and cost, that "we were surprised ourselves."

The network lineup was designed to use a variety of programs appealing nationally to all levels of income, education, and family size, while setting the stage for further improvement in succeeding seasons. This was done with two established shows, plus two unknowns.

The tried and true base included "Tennessee Ernie Ford," combining personal salesmanship and primary appeal to rural and older age groups, with "Zane Grey Theatre," a contrast to the musical-variety format of Tennessee Ernie, and designed to reach more young families.

Unknowns were "Suspicion," aimed at the big city viewer and the higher income family (best prospect for new cars) and "Desi-Lucy."

Latter buy offered a popular situation comedy, contrasting with the other three shows, plus more star salesmanship and merchandising possibilities. Also, as a sell-off, granting one-month's relief to General Foods, it gave Ford Motor first refusal rights on future activities of the comedy-couple.

Finally, a unique network radio arrangement complemented the nighttime TV schedule, giving Ford broadcast representation every day of the week, and in all important day parts, and adding more potent salesmen to the campaign.

It was found that station option time offered the best chance to reach men during driving times—if the shows could hit the same clock times across the country.

Together, television and radio reached 95 per cent of all U. S. homes each month.

Result? Falcon sales led the entire U. S. compact field during their introductory year.

NEW WRINKLES

A magazine cover is now both cover and part of the art in an advertisement that extends from the front to the back cover of *Teen*, magazine published by Petersen Publishing Company, Hollywood. In its January issue an advertisement for Tussy lipstick runs from front to back with a large bleed color photograph of the head of a girl. Text cut into the picture on the front cover is concerned with editorial content of the magazine and the magazine's own logo; and looks like a normal *Teen* cover. Text cut into the rest of the photo on the back cover relates it to Tussy's now 5-in-1 Lipstack. Same technique will be used on the March issue, with a photograph running front to back into copy about Bondex hot iron fabrics made by Permacel, New Brunswick, N. J.

Dell Publishing Company is ready to call its experiment with Dell Purse Books (literally purse size 3½-by-5¼-inch magazines) a great success. The books, retailing for 25 cents each, are finding acceptance, and many shoppers

will buy several different titles at the same time. There are nine titles so far ("72 Hair Styles," "Your Wedding," "A New Figure in 30 Days," and similar subjects), all developed from new material and well presented in spite of space limitations. Advertising may come later, if sponsors show interest—either as advertisements in the books, through bulk purchase and distribution of the books with the advertiser's logo on the cover, or in the form of special-interest books developed specifically about the sponsor's own subject. Several advertisers are said to have already shown interest.

Subscribers to *Pest Control*, business paper published by Trade Magazines, Inc., Cleveland, can now take a correspondence course in pest control technology through the magazine. The course was organized by Purdue University, Lafayette, Ind., the same college that is telecasting lecture courses into high school classrooms in five Mid West States (see Scope on Media, October 1960).

Starting with the January issue, the text for the course will run as an integral part of *Pest Control* for 18 months. For an additional \$50, each subscriber can secure work sheets, examinations, etc. from Purdue's Division of Adult Education, and upon completion of the course receive a certificate of completion. Of the magazine's paid circulation of 6,400, more than 1,000 have registered for the course (providing Purdue with \$50,000 to cover its costs). Since the course was announced, *Pest Control* has received 450 new two-year subscriptions at \$8.00 each—a further indication of the popularity of the venture.

HIGHER RATES HELP MAGAZINES

Higher rate structures were largely responsible for making it a good year for magazines in 1960. Although dollar volume in general and farm magazines increased 8.9 per cent over 1959, advertising pages increased only 1.7 per cent, according to Publishers Information Bureau Reports released by the Magazine Advertising Bureau. Average page rates rose about 6.8 per cent.

The greatest growth within the magazine field during the year was shown by fashion magazines, up 25.0 per cent in dollars and up 13.3 per cent in pages, in spite of a 10 per cent increase in average page rate. The largest losses were in the movie-romance-fashion classification and in the four national farm magazines. The farm magazines, although they increased average page rate only 1.6 per cent, suffered a reduction of 8.5 per cent in dollars and 15.1 per cent in pages.

Dollar volume in Sunday Supplements measured separately by Publishers Information Bureau, declined 5.2 per cent in 1960 compared to the year previous, according to the MAB release; but the supplements were still securing about 11.1 per cent of the total dollar volume of magazines and supplements combined (compared to about 12.5 per cent in 1959).



FACT FINDER FOR THE AUTO INDUSTRY

Q Why is the AUTOMOTIVE NEWS Almanac—for 35 years the fact-finder of the industry—important to you?

A Because it's used in every way, every day of the year by decision-makers in every facet of the industry.

Q What facts does the Almanac contain?

A To list a few features: Car and truck production figures; photos and biographical sketches of industry leaders; engineering trends; comparative registration information; service data; Who's Who Directory of Automotive Manufacturers; and much more.

Q How is the Almanac helpful to the automotive industry?

A The factual information in the Almanac presented through statistics, charts, graphs, and historical data provides a firm basis on which to calculate trends and make future plans.

Q What is the distribution?

A This year, over 47,000 car and truck manufacturers, dealers and other key auto-

motive people will purchase the Almanac or receive it as part of their paid subscription.

Q How will I benefit as an advertiser?

A Your ad is exposed over and over again, YEAR 'ROUND, to the people you want to reach, people interested, able and ready to do business with you.

Contact your AUTOMOTIVE NEWS Representative today. He'll be ready to give you complete information.

Issue Date April 24
Closing Date March 17
(first forms)



**Year Long Use . . .
Year 'Round Exposure!**

REPRESENTATIVES

NEW YORK: Edward Kruspak, Howard E. Bradley, 51 E. 42nd St., Murray Hill 7-6871

CHICAGO: J. Goldstein, Bill Gallagher, 360 N. Michigan Ave., State 2-6273

DETROIT: R. L. Webber, William R. Maas, Roy Holihan, 965 E. Jefferson, Woodward 3-9520

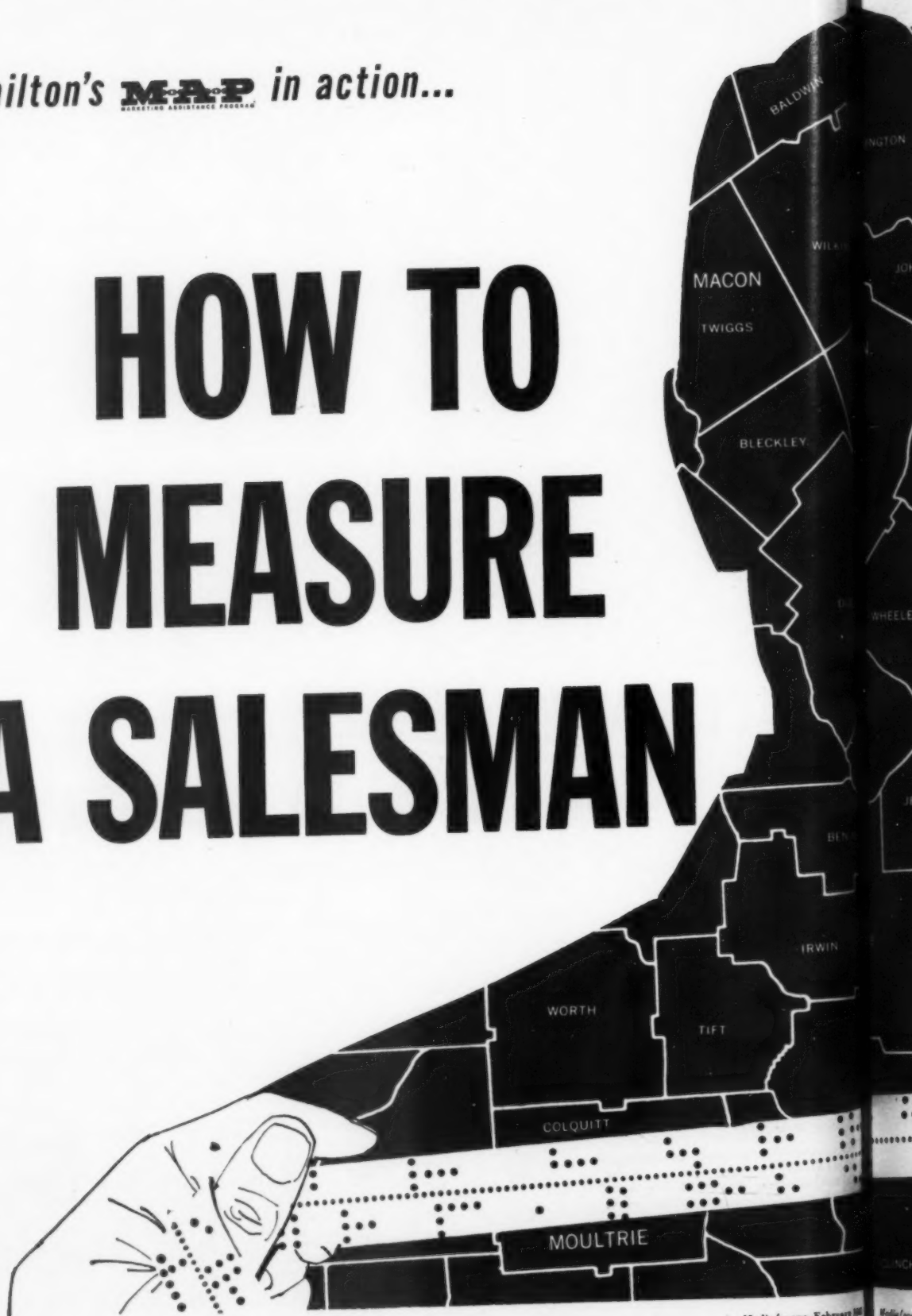
SAN FRANCISCO: Jules E. Thompson, 681 Market St., Douglas 2-8547

LOS ANGELES: Robert E. Clark, 6000 Sunset Blvd., Hollywood 3-4111



Chilton's **MAP** in action...

HOW TO MEASURE A SALESMAN



Evaluating a salesman's performance against his territory's potential calls for reliable and complete market information.

Raybestos—Bridgeport, Conn., manufacturer of brake linings and other friction materials—did it with an assist from Chilton's Marketing Assistance Program (M-A-P).

Using Motor Age's Automotive Marketing Guide, Raybestos determined the number of auto registrations in every county in the U.S. Each auto represents a brake lining prospect. By multiplying the number of autos per county by Raybestos' national average sale per car, it was easy to measure each salesman's true sales potential.

Census data on automotive wholesale volume by counties, also contained in the Marketing Guide, provided a further check on each salesman's effectiveness. With this knowledge, the company's total marketing program has been greatly improved.

Additional M-A-P information on where automotive service work is done is helping Raybestos distributors key their promotion and selling efforts to the volume retail outlets.

Before you invest your money in research, find out what Chilton knows about the 23 trades and industries covered by its 19 publications.

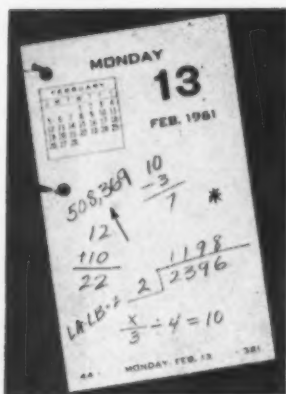
Chilton COMPANY

Chestnut and 56th Streets • Philadelphia 39, Pa.



Department Store Economist • The Iron Age • Hardware Age • The Spectator • Motor Age • Automotive Industries • Boot and Shoe Recorder • Commercial Car Journal • Distribution Age • Butane-Propane News • Electronic Industries • Aircraft & Missiles • Hardware World • Optical Journal and Review of Optometry • Jewelers' Circular-Keystone • Food Engineering • Marine Products • Gas Product Design & Development • Business, Technical and Educational Books • Chilton Research Services





No matter how you figure them, this one of the top ten markets is different

When your policy or budget limits your advertising to the nation's top ten markets, close examination must be made of the one in second place... The Los Angeles-Long Beach Metropolitan Area... because Los Angeles newspapers do not cover the important over half million people in the Long Beach part. And this part is big enough to give your sales chart a healthy upswing.

So remember. No Los Angeles daily newspaper reaches even 1 out of 11 Long Beach City Zone families. All of them combined (disregarding possible duplication) reach less than 1 out of 4 Long Beach homes. BUT THE LONG BEACH INDEPENDENT, PRESS-TELEGRAM REACHES ALMOST 7 OUT OF 10 HOMES.

ASK THE RIDDER-JOHNS MAN. HE HAS ALL THE DETAILS.

Sources: Sales Management Survey of Buying Power, 1960. Audit Bureau of Circulations report—12 months ending Mar. 31, 1960.

Independent Press Telegram
Morning Evening Sunday
LONG BEACH, CALIFORNIA
the International City
NOW OVER 1/2 MILLION POPULATION

Trade Talk

Dave Wash



Pay-off . . . Last year, Weekly Newspaper Representatives, Inc. proved its stature, and faith in its publishers, when it asked the weeklies to make voluntary contributions of any amount to a special 1960 fund to be used for the development of new research and sales approaches for weekly newspapers. Some 600 of the 8,000-plus weeklies contributed approximately \$25,000, part of which has already been used to build a "Partners in Profit" presentation for the weeklies' use in selling space locally. With new basic weekly newspaper research and other promotional projects planned for 1961, WNR is confident that more contributors to the fund will double last year's budget. The increase in 1960 national advertising billing in WNR papers certainly warrants praise for WNR and the publishers who were smart enough to back them up with their dollars.

Waiting Game . . . Media planners among agencies and advertisers are waiting for the results, or consequences, of the Shell Oil Company's all-out newspaper campaign. With about 80 per cent of the reported \$16 million budget being allotted to newspaper space and production, everyone agrees that this Shell effort will represent a very powerful campaign in the medium. However, some advocates of the use of two or more media for maximum effectiveness seem to be doubtful as to whether the big newspaper plunge will produce the hoped-for boom.

Optimism . . . As last year rolled away, farm publication salesmen were talking about 1961 as the year when a few smart consumer product advertisers would awaken to the fact that there are valuable franchises available among the farmers. With 1960 having been a better total sales

year among farmers than 1959, in spite of bad weather, it is felt that the time is ripe for consumer products to make bigger inroads into the farm market. The farm publication salesmen say that all they need is the help of smart space buyers.

Same Old Story . . . Media representatives have been discussing the suggestion of the Knox Reeves Advertising agency that they, the reps, should come forth with creative ideas for media use in selling their respective media. While the suggestion is an old one and warrants repetition, the media salesmen seem to have been discouraged by past accusations of their using gimmicks to make a sale. The nonacceptance of media's ideas is comparable to the situation that has existed for years between agency media planners and creative and account contact men. Knox Reeves' example of welcome for media salesmen's ideas might pay off for any agency and its clients who are willing to accept a *good* idea that isn't their own.

Puzzler . . . E. Z. Dimitman, administrative assistant to the publisher of the Philadelphia *Inquirer*, recently told the Philadelphia Club of Advertising Women that in the next 10 years, metropolitan newspapers will become regional papers, devoting more and more editorial space to the important news of the world. He pointed out that these papers are gradually cutting down on coverage of day-to-day activities of people in their circulation areas, leaving such coverage to "local" newspapers. In view of the fact that most metropolitan newspapers have been regional in this sense for many years now, it seems that the only change still to come is the elimination of what, for many readers, is the heart of their newspaper—the local items published in them.

when
you
think
of the
**EMPIRE
STATE
BUILDING**
you
think
of
NEW YORK—

when you think of **SPOT TELEVISION—think of these stations**

When you want impact and flexibility in advertising, think of Spot Television. When you want outstanding results, think of these stations. And when you want information that can make every Spot TV dollar pay off in maximum sales, think of these men first. Call them for thorough, first-hand facts.

PETRY TV OFFICES AND MANAGERS

New York	Martin Nierman	Dallas	Bob Miller
Chicago	Louis A. Smith	Detroit	Bruce C. Mayer
Atlanta	Richard Hughes	Los Angeles	Bill Larimer
Boston	William D. Welch	San Francisco	George Ledell
St. Louis	Junius Zelp		

Edward Petry & Co., Inc.

Television Division

The Original Station
Representative

NEW YORK • CHICAGO • ATLANTA • BOSTON • DALLAS • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS

R. D. WILLIAMS
KOB-TV, Albuquerque

DON ELLIOT HEALD
WSB-TV, Atlanta

ARTHUR M. MORTENSEN
KERO-TV, Bakersfield

WILLIS K. FREIERT
WBAL-TV, Baltimore

EDWIN W. PFEIFFER
WGR-TV, Buffalo

BEN BERENTSON
WGN-TV, Chicago

DICK DRUMMY, JR.
WFAA-TV, Dallas

TOM MATTHEWS
WNEM-TV, Flint-Bay City

JACK MCGREW
KPRC-TV, Houston

E. MANNE RUSSO
WDAF-TV, Kansas City

LEE BRYANT
KARK-TV, Little Rock

AMOS T. SARON
KCOP, Los Angeles

BOB HANNA
WPST-TV, Miami

RICHARD FOERSTER
WISN-TV, Milwaukee

JAMES E. BLAKE
KSTP-TV, Minneapolis-St. Paul

HI BRAMHAM
WSM-TV, Nashville

BENNET H. KOHN
WNEW-TV, New York

KARL R. NELSON
WTAR-TV, Norfolk-Newport News

R. J. DeLIER
KWTY, Oklahoma City

ARDEN E. SWISHER
KMTV, Omaha

DONALD TYKESON
KPTV, Portland

EDWARD BOGHOSIAN
WJAR-TV, Providence

MIKE THOMPSON
WTVD, Raleigh-Durham

JOHN W. KENNEDY, JR.
WROC-TV, Rochester

ROBERT E. KELLY
KCRA-TV, Sacramento

EDWARD V. CHEVIOT
WOAI-TV, San Antonio

BILL FOX
KFMB-TV, San Diego

MALCOLM W. DALE
WNEP-TV, Scranton-Wilkes-Barre

ROBERT H. TEMPLE
KREM-TV, Spokane

TOM BELCHER
KVOO-TV, Tulsa



To move merchandise in Erie, Pa., only The Erie Times & News will do. No other newspaper or combination of newspapers makes a dent in this dynamic market. The Erie Times & News, on the other hand, provide true saturation coverage.

DAILY CIRCULATION ERIE COUNTY		
Buffalo—	Courier-Express	293
	News	73
Cleveland—	Plain Dealer	354
	Press & News	66
Pittsburgh—	Post Gazette	470
	Press	147

Total 1,403

ERIE TIMES & NEWS 72,680

Households 68,900

Sources: Circulation—1959 & 1960 ABC Audits.
Households—1960 Sales Management.

Key regional food chains are among those who clearly recognize this truth. Though buying and warehousing out of Buffalo or Youngstown, they advertise in Erie to sell Erie.

In fact, so heavy is their advertising investment, and that of others like them, that The Erie Times & News carry more retail grocers' lineage than any other Pennsylvania newspapers measured by Media Records.*

Obviously, The Erie Times & News are a must for national advertisers, too.

* First 6 months 1960 seven-day total: lineage of morning or evening edition, whichever is larger, plus Sunday.

LOOKING FOR A NEW PLANT SITE?

Write Erie Chamber of Commerce for detailed brochure on Erie Industrial Park: 225-acre, centrally-located plot offering ideal water, rail, highway transportation; proximity to major markets; skilled labor.

The Erie Times evening

The Erie News morning

The Erie Times-News Sunday

Represented by The Katz Agency, Inc.

Letters from Readers

STATION'S IMAGE

It is not enough today to ask about a station's rating, its share of audience, its cost per thousand, its audience composition, its programming, its coverage, its advertising and promotion, its personnel.

It is paramount to ascertain what an individual station means to its community and what the community means to the station.

As a mass communications medium to and for the community, a radio station cannot completely attain identity until it feels the pulse of that community.

I should like to cite the example of a project that has just achieved fruition in the Sacramento market and demonstrates a radio station's community integration.

Almost every Chamber of Commerce in the United States is most anxious to attract industry to its area. Thousands upon thousands of oral and written presentations bombard industry in all parts of the country year in and year out.

At KRAK, we felt that the Sacramento Chamber of Commerce could adopt a tack that would perhaps single out its presentation from the rest.

After conferring with the industrial relations and research people at the Chamber, we suggested a very human and personal approach as a supplemental presentation. Why not dramatize the appeal of our market?

It was our idea to write a script that would have a narrator describe the market through an interview with a typical Sacramentan family. This dramatization could be put on a disc and mailed or personally presented to prospective industry people. They would then be able to accept this material in a very palatable form and even have their families (who are most important to consider when uprooting key management personnel) listen to this record.

The Chamber of Commerce gave its blessing, and the project was pursued. After months of research and consultation, the final script was prepared and ready to go.

In addition to actually mailing the disc to other parts of the country, the Chamber was so enthused over

the 12-minute dramatization that it has set up meetings throughout the community for local awareness and education.

For its part, KRAK has fulfilled a function, a service. A radio station has created a project that can be used as a tool for attracting industry to its community.

JAY HOFFER

Station manager, KRAK, Sacramento, Calif.

ATLANTA MARKET AND MEDIA

We want to congratulate you on your story, "Atlanta—The Market and Its Media," in the December issue of MEDIA/SCOPE. It is certainly an excellent job of reporting, and is one of the most thorough stories about media in any one city that I have ever had the pleasure of reading.

We want to thank you sincerely for reporting our medium so fairly and accurately. The entire story is certainly a most excellent article.

GUY H. WELLS, Jr.

General manager, Tom O'Ryan Advertising Co., Inc., Transportation Advertising, Atlanta.

* * *

Of course, MEDIA/SCOPE has just done the job that the trade press should have done a long time ago. That is to say, the special report you have just published on the hub of the Southeast, Atlanta ("Atlanta: The Market and Its Media" December 1960 MEDIA/SCOPE). I have been impressed with the editorial excellence of your product for quite some time. This is in keeping with your usual standards.

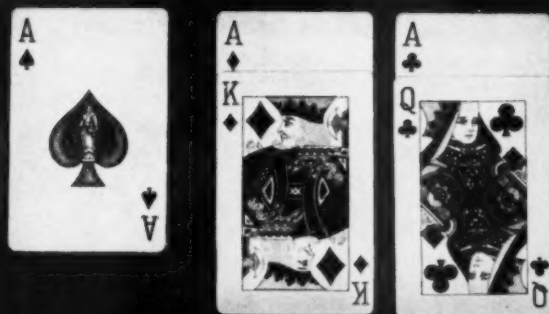
PATRICIA LAHATTE

Promotion manager, Atlanta Newspapers, Inc., Atlanta.

SUBJECTIVE ANALYSIS OF RADIO

In your December issue there was a most astounding article by Ben Leighton of Campbell-Mithun, Inc. ("Program Setting—The Key to Buying the Right Stations"), astounding because it was a criticism of radio based not upon a combination of

(Continued on page 20)



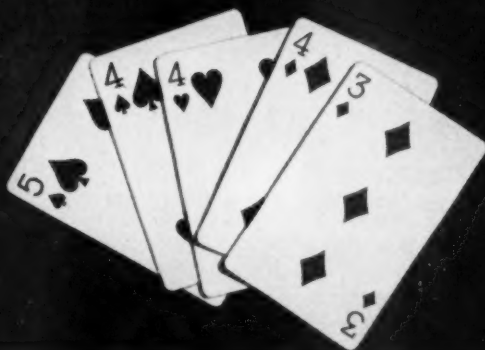
NORTH



WEST



EAST



LIFE

LIFE HAS THE GRAND SLAM! LIFE's had it for 19 consecutive years. Other magazines make big, bold claims to make you think they hold all the cards. They don't. Every game has *one* winner and in the magazine business, it's LIFE. The chart to the right shows why. In 1960, advertisers invested 33 million more dollars for selling in LIFE than in the next leading magazine.

Have trouble completing the grand slam? The bid is no trump, LIFE has taken eight tricks. Now LIFE leads the four of hearts, throwing dummy's ace of spades. Then LIFE leads spades twice, discarding the dummy's diamonds. LIFE's two diamonds now take the last two tricks.

Advertising Investment 1960

Magazine	Ad Revenue	Ad pages
LIFE	\$138,784,242	3,360
Post	105,049,136	2,788
Look	59,070,472	1,641

(Source: PIB January-December 1960)

IT PAYS TO SELL WITH

ADVERTISED IN

LIFE

Fastest growing newspaper in the Pacific Northwest

**THE PAPER OF
INFLUENCE
IN THE NATION'S
GREATEST SALES
ACTIVITY MARKET**

*Derived by dividing % of U. S. A. retail sales by % of U. S. population.
Source: Sales Management "Survey of Buying Power"

**The Seattle
Post-Intelligencer**
NET PAID CIRCULATION

213,231

DAILY

246,651

SUNDAY

*the ONLY Northwest
paper with these
news facilities!*

New York Times News Service
Hearst Headline Service
Full Wire Associated Press
Full Wire United Press Int'l.
Associated Press Wirephotos
United Press Int'l. Wirephotos

**SEATTLE
POST-INTELLIGENCER**

Represented Nationally by
Hearst Advertising Service

(Continued from page 18)

media and client research, but rather upon a subjective analysis relating only to the media and not specific client requirements.

In the article, Mr. Leighton concludes that certain radio stations are not right for his client, Northwest Airlines. No mention is made in the article relating Northwest's market to the market reached by Mr. Leighton's good or bad stations. We are asked to accept at face value such determinants of good or bad as "announcers with presence and authority," "well-planned entertainment," "carefully-selected music," and so forth.

Perhaps Mr. Leighton has some research that documents that Northwest Airlines' potential customers can be reached most effectively by "good" stations, as he defines them. We should like to see such research published as a service to buyers and sellers of the radio medium.

We would concur with Mr. Leighton's conclusion that "... there is a strong connecting factor between programming practices and audience." However, we feel that measurements of station audience that include in-home and out-of-home listening in their entirety are a better reflection of "good" radio.

Furthermore, we are in favor of and have always encouraged improvements in radio research techniques, including expanded qualitative measurements pertinent to specific client requirements. Should Mr. Leighton care to release the details of studies which his agency has conducted for Northwest Airlines, relative to the audience Northwest seeks, we shall be most happy to remove this matter from the area of speculation by encouraging special research to establish which stations are truly "good" or "bad" on the basis of reaching potential Northwest customers most effectively.

There is no more researched medium than radio. Since the burden of paying for this research seems to fall on the stations themselves, stations must work closely with the agency and advertiser. Only teamwork of this nature can eliminate subjective conclusions and undesirable inefficiencies in costly but necessary research.

FRANK G. BOEHM

Vice president and director of research, Adam Young, Inc.

(Continued on page 21)

*busy executives'
fact finder:*

Rate Card No. 34 • Effective Nov. 13, 1961



The CBS Owned station in Philadelphia

**THAT'S
RATE
CARD
#34**

Never before in the history of radio have facts and figures been made so easy to grasp. Whatever your budget, you can quickly determine what it will buy for you on WCAU Radio. And, as an advertiser — new or old — you can take advantage of these values: ■ Advertisers can combine announcements and programs for liberal discount purposes ■ Discounts range from 5% for 300 units to a maximum of 30% for 3,000 units or more ■ Whether you're a new advertiser or a satisfied long-time client, Rate Card #34 offers program or announcement plans with maximum flexibility. Rate Card #34 can be the key to sales for your products and services in 1961.

If you don't have a copy of our unique rate card, contact your CBS Radio Spot salesman or write to WCAU Radio Sales, City and Monument Avenues, Phila. 31, Pa.

WCAU RADIO

CBS Owned station in Philadelphia
Represented by CBS Radio Spot Sales

Media/scope, February 1962

(Continued from page 20)

FAVORABLE COMMENT

For some time, I've been meaning to write you to tell you what a thoroughly fine job you are doing with MEDIA/SCOPE. It is consistently a top-quality publication, and I've heard really favorable comments about it from so many people in agencies and advertising departments.

Personally, I believe the Benneyan series is one of the best. It's so well written and snappy, and contains things that only he could know. I hated to see it end with the current issue, and am hopeful that some time it may start again.

GEORGE B. CHANDLESS, JR.

Department of Marketing, School of Commerce, Accounts, and Finance, New York University.

STARCH READERSHIP STUDIES

In the December 1960 issue of MEDIA/SCOPE, page 62, George Benneyan ("An Ad Is Like a Kiss," Said Bill Thomson") makes the statement in his interesting series of articles that:

"The Continuing Study of Newspaper Reading was a pioneering research project. It was the biggest research job undertaken by the newspaper industry, and one of the biggest jobs undertaken by any media.

"In the 13 years of its operation it made 142 studies of 126 newspapers (some newspapers were studied twice), and it involved a total of 64,107 personal house-to-house interviews."

I would like to point out that since 1942 the Daniel Starch organization has made 969 individual studies of newspapers of which 176 were made of one newspaper, the Boston Traveler. These studies involved a total of approximately 291,000 personal interviews.

DANIEL STARCH

Daniel Starch and Staff, Mamaronck, N. Y.

BILL THOMSON

George Benneyan's story about Bill Thomson and the Bureau of Advertising ("An Ad Is Like a Kiss," Said Bill Thomson," December 1960 MEDIA/SCOPE) is most interesting, and, of course, brought many pleasant memories to me.

IRWIN MAIER

Publisher, Milwaukee Journal.

Media/scope, February 1961

MUSHROOM marketing concept!

Exquisitely palatable as it is, the mushroom is yet our clue to effective restaurant marketing. It spreads thickest at the top.



Like the mushroom the commercial restaurant market is top-heavy . . . with sales potential. Your sales activity spreads thickest at the top—and to condition this TOP VOLUME area your best advertising value is RESTAURANT MANAGEMENT.

Mushroom your sales in the restaurant market by FIRST buying TOP VOLUME coverage, with full unit saturation, through

Ahrens Publishing Company, Inc.

230 Park Ave., New York 17, N. Y.

201 N. Wells St., Chicago 6, Ill.

583 Eight-O-Five Peachtree Bldg., Atlanta 8, Ga.

111 Sutter St., San Francisco 4, Calif.

8721 Beverly Blvd., Los Angeles 48, Calif.

Restaurant Management

60,000 top-volume operating circulation each month

THE Arkansas Gazette *

* LEADS IN TOTAL CIRCULATION

* LEADS IN TOTAL ADVERTISING LINAGE
(Exclusive Media Records Subscriber In Little Rock)

* WE ARE THE LEADING PAPER BY FAR
IN TOTAL CIRCULATION AND TOTAL ADVERTISING

there's news in little rock . . .

CID



CONTINUITY - IMPACT - DISCOUNT

PLAN

Oldest Newspaper
West Of The
Mississippi River

Arkansas Gazette

Established 1819

Represented
Nationally By
The John Budd Co.

1960 marked this shift in news magazine advertising

"U.S. News & World Report" is—

NOW FIRST AMONG THE NEWS MAGAZINES

in advertising page gains.
The 1960 gain of 150 pages was more than three times that of the second-ranking magazine.

"U.S. News & World Report" is—

NOW FIRST AMONG THE NEWS MAGAZINES

in consumer advertising page gains.
(Example—a gain of 85 pages in passenger car advertising alone—a far larger gain than that of *any* other magazine.)

"U.S. News & World Report" is—

NOW FIRST AMONG THE NEWS MAGAZINES

in advertising pages from the 100 largest companies advertising in news and management magazines. This is acceptance as the prestige magazine medium.

"U.S. News & World Report" is—

STILL FIRST AMONG THE NEWS MAGAZINES

in total pages of advertising directed to business and industry. Also first in pages from the 100 largest business and industrial advertisers.

The
users wh
be direct
and that
them the
documen
World
and tha
magazine
terms of
All t
help expl
with some
income p
"U.S. New
magazine
ising can
the mos

U.S. News
& World Report



The same values prevail in 1961. Advertisers who insist that their advertising dollars be directed to customers, not just anybody, find that "U.S. News & World Report" gives them the best market efficiency, as backed by documented facts. Again in 1961 "U.S. News & World Report" coverage costs less per thousand than any other news or management magazine—in terms of total audience, or in terms of most specific markets.

All the foregoing facts and achievements help explain why more and more companies with something to say or sell to America's high-income people of importance, now consider "U.S. News & World Report" to be the No. 1 magazine in which to spearhead their advertising campaigns. In other words . . .

the most important magazine of all

1,200,000 is now the net paid circulation of "U.S. News & World Report"

For the first time in the history of American publishing, a magazine devoted *entirely* to the important news of national and international affairs has achieved a net paid circulation of more than 1,200,000.

As population grows, business grows. So, too, does the "bull's-eye" market most important to advertisers—the business and professional people of America and their families.

Here, in a single magazine audience, is a concentration of the people who spark most of America's thinking and much of America's buying. They're the people who initiate the new ideas, approve the plans, and the new projects—in business, industry, and the professions—or in community and family life. There are few national advertisers to whom this selective audience of high income, managerial people is not vitally important.

And there is no other medium we know of that is so rich in such characteristics as thorough readership, confidence, and usefulness of content. This makes good advertising effective.

To all these values, add that of lowest per-thousand costs for coverage of *known* customers and prospects, and it becomes easy to understand why "U.S. News & World Report" is now setting the pace in advertising growth in the strong field of news magazines.



U.S. NEWS & WORLD REPORT

America's Class News Magazine

Advertising offices at 45 Rockefeller Plaza, New York 20, N. Y.

REPORT to paper and pulp industry ADVERTISERS

ADS RIGHT TO THE POINT

Seems to us the fellow who writes copy is often the forgotten man of advertising. He slaves over an ad, only to have the copy chief tell him it's too short or the client that it's too long. Or vice versa. Editors get awards, but rarely the copywriter. Even when an ad gets a prize, very little of the glory filters through to the man who wrote it.

Which brings us around to what a paper plant manager said to our man J the other day. "I find," he observed, "some ads more interesting than the news, because if a manufacturer has something to say he'll put it in an ad. When information is presented in an ad it usually comes to the point much more quickly than when it is presented in an article. I can see what an ad is driving at by glancing at the headline, pictures, sub-headings, and if it interests me I can read it thoroughly. A good ad usually flags the main information quickly and dramatically."

This is a compliment straight from the reader's mouth... and all the more significant because it was not intended as such. If you are interested in what our readers say about their work, what they read, what they want to know about products, what they get out of ads... ask to be put on the list for READER REPORTS.

THE BOOK THAT WASN'T THERE

We know a publisher who ran an ad some years ago, showing a realistic picture of a make-believe book. The headline was, THERE'S NO SUCH BOOK, and the idea was that thousands of people had read it anyway, in the form of feature articles in the publication. Maybe you can guess what happened... one character wrote in and asked how much and where could he get a copy. We know, because we were the publisher that ran the ad...

Which reminds us, somehow, that in 1960 PAPER TRADE JOURNAL ran 228 feature articles - most of them concerned with practical problems of pulp and paper production.

PAPER TRADE JOURNAL

49 West 45th Street, New York 36, N. Y.

Media/quotes

CRITICAL LETTERS

I've always been a bit perplexed by those of us in business who calmly make million-dollar product decisions—based on large representative surveys of the total market's reaction—and then find ourselves shell-shocked by a handful of critical letters about our television programing without attempting to find out how representative these comments are.

We have made studies of representative samples of the total audiences of our shows and are delighted to find that the vast majority seem to approve and approve highly of the idea that a company is willing to deal with some of the realities of our modern world.—PETER G. PETERSON, executive vice president, Bell & Howell, before New York chapter of the Academy of Television Arts and Sciences.

BELIEF IN ADVERTISEMENTS

There are many things that can be said on the subject of belief, but I will only mention a few. One is the matter of *authority*. In many cases, a consumer will reserve his belief if he feels that the message doesn't come from the proper authority. You tell him something and he asks, "who says so?" This is not too much of a problem in print because the printed word has always had an authority of its own.

This comes from almost an instinctive feel, starting with Gutenberg, that if it's in print, it's true. But even to some extent in print, and to a great extent on the air, the deliverer of the message must sound as if he himself believes and knows what he's talking about. I know of cases in television where the identical message has been delivered by different people with entirely different results.

An example of this was in an audition for a presenter for the Borden Company. Five different women were filmed giving the same commercial. The five commercials were tested, and the recall and belief ranged from about 35 per cent for one commercial to 80 per cent in another. So one presenter made the message memorable and believable, and another presenter lacked the authority to do

this very much at all.—CHARLES FELDMAN, senior vice president and creative director, Young & Rubicam, Inc., before Annual Seminar of the American Marketing Association, Toronto.

NEWSPAPERS' GROWTH

How have we grown in the past 25 years? Total daily newspaper circulation has increased by 52 per cent to more than 58 million, while the U. S. population increased only 40 per cent. There are some who contend newspapers have not grown as they should have grown in the face of population growth. However, newspaper circulation growth has been remarkably consistent when all the pertinent factors are considered. The unit which buys a newspaper is the household rather than the individual, in most instances, and circulation per household has fluctuated only slightly in the past 25 years.

The net difference in newspaper circulation per household today as compared with 1935 is only .07 per household, a decline of 5.8 per cent in circulation per household from 1.20 in 1935 to 1.13 today. At the same time Federal government statistics show that the average number of persons per household has declined from 3.9 to 3.4, a decline of 12.8 per cent.—STANFORD SMITH, general manager, American Newspaper Publishers Association, before Allied Daily Newspapers of Washington, Seattle.

MEDIA IN THE 60'S

Print advertising will make a comeback in the 1960's. Many magazines now publish regional editions. National advertisers can buy space in the big mass circulation books and drop out areas in which they have poor distribution or in which the market potential is low. Sectional advertising will also be useful in test marketing. A factor in this, however, will be the ability of publishers to agree on common sectional boundaries. This will result in more extra pressure in selected areas. For example, an advertiser can use high-quality color in areas where he wishes to carry on a concentration of his advertising and sales efforts.

(Continued on page 28)



**You're in
...in Indiana
with the STAR
and the NEWS**

If you're fishing for business in Central Indiana's \$4 billion, 45-county market—advertise your product or service in The Star and The News.



This powerful sales team will give you the heaviest "catch" of readers and buyers—bring in more sales returns per advertising dollar.

The Indianapolis Star
Morning & Sunday
The Indianapolis News
Evening

KELLY-SMITH COMPANY NATIONAL REPRESENTATIVES



When Aluminium Limited ran a big, full-color spread in *The Saturday Evening Post*, they attached a special post-card insert offering a free, 36-page booklet. The booklet—"Home Owner's Guide to Better Living . . . with Aluminum"—gives hundreds of tips for getting more fun out of life with aluminum products.

This ad was part of Aluminium's continuing campaign to promote the use of aluminum products for their customers—large and small manufacturers all over the country. The objective, of course, is to increase the consumption of aluminum—and to build Aluminium's image as a leading member of the American business community.

Aluminium also offered a booklet in a full-color spread in another weekly. (The ads ran four months apart.) And when the returns came rolling in, the *Post* advertisement pulled requests for a quarter of

READERS TURN AND RETURN TO YOUR AD PAGE IN THE POST—THE HI-FREQUENCY WEEKLY!

a million booklets—*four times as many as the other big magazine.*

Aluminium's Advertising Manager, Frank Dixon, is convinced the *Post* is a wonderful way to achieve these goals. He says: "The overwhelming response to our *Post* ad proves what we already believed: that when you want to tell your story to the right people, the *Post* is the place to do it. The *Post*'s 'Adventures of the Mind' series was one of the reasons I concluded that the magazine is read regularly by influential families. That's why we used the *Post* to spearhead our entire campaign in the general weekly field."

Forward-looking Aluminium Limited is putting imagination to work on new spectacular advertising . . . in the magazine that produces spectacular results.



NEW! THE MARKET DEFINED IN TERMS OF THE MEDIUM

"Darling...
I never
knew!"



But now you do—and so can every advertiser interested in the big buying habits of men and women in Minnesota.

This year the *Minnesota Homemaker* and *Mr. Minnesota* surveys include an important new dimension: separate data classifications on the product use of regular readers of the *Star* and *Tribune*. In this way you gain new additional market insight—the market in terms of the advertising medium itself.

This means that you can now get fast answers to:

1. What products and brands do readers of the *Minneapolis Star* and *Tribune* have on hand and in use in their homes?

2. What proportion do these readers account for among all product and brand users?

Besides the answers to these questions, you still get customary data on *all* consumers in Hennepin County and the State of Minnesota:

97 home product and buying habit categories in the *Homemaker* showing buying trends over a 4-year span.

Another 48 items in *Mr. Minnesota* covering profile and buying habit information about the male market.

All the data are reliably grounded in incentive-free home interviews conducted by trained personnel.



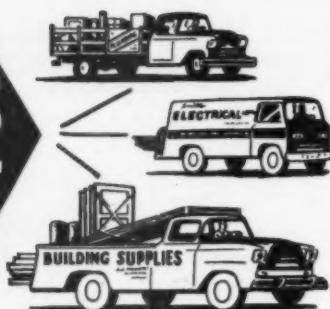
Get your copy now. Address requests on your letterhead to:

W. A. Cordingley, National Advertising Manager, Room No. 107, *Minneapolis Star and Tribune*, Minneapolis 15, Minnesota.

Minneapolis Star and Tribune
EVENING MORNING & SUNDAY

655,000 SUNDAY • 525,000 DAILY Copyright 1961, Minneapolis Star and Tribune Co.

\$3,633¹⁸
PER ROOM



That's the average **BUILDING MATERIALS** expenditure for each of the 1,512,500 rooms in the nation's booming Motel Market. And, 238,329 new rooms will be added in the next 12 months alone . . . an immediate \$865,892,156.22 market for everything from floor tile to framing lumber, bath tubs to boiler rooms.

Who's doing the buying? . . . approximately 60,370 individual motel owner-operators; plus about 30 chain headquarters offices which do some of the buying for the 130 wholly owned chain motels in the country.

Why do they buy? . . . *because their building is their business!* Its construction, appearance, and furnishings decide the success or failure of the business. Whether it's building materials, furnishings, or equipment, today's successful operators buy the item that's pre-sold on quality as well as its ability to attract guests.

Already representing an investment of over 8 Billion Dollars, the Motel Market continues its fantastic yearly growth . . . pacing the tremendous increase in commercial and tourist travel.

Born with the industry—in business when “motels” were called “tourist courts”—the JOURNAL serves the market and the market's advertisers with *editorial, research, and merchandising* know-how derived from 23 years experience. Concentrating its paid and controlled circulation among the 25,000 progressive, above-average motels, TCJ delivers the market as does no other medium. Among motel operators, “I saw it in the Journal” means *business!*

NEW!



“HOW TO SELL MOTELS-USA”

a complete, concise “inside-the-market” presentation of Motels-USA—

- How much they buy
- What they buy
- Where and How they buy
- Who buys

a must for advertising and sales planning!

Ask your TCJ Representative, or write Tourist Court Journal, Temple, Texas



TOURIST COURT
Journal
TEMPLE, TEXAS

The National Magazine of MOTEL MANAGEMENT

(Continued from page 24)

Regional advertisers will come forward strongly as a result of the availability of sectional advertising. These advertisers will continue to upgrade their advertising in order to compete with national advertisers.

Magazines will be offering more ingenious ways of presenting clients' advertising—gatefolds, inserts and the like. Their editorial content will tend to be more sophisticated and geared to higher-IQ audiences. The big story in newspapers as media is, of course, color. There will be more two-color and four-color ROP.

We will see, in the 60's, networks and local stations working with advertising agencies in holding down the increasing costs of time and talent and in increasing the attractiveness of programs.

Television networks will accomplish this partly out of self-interest. The law of supply and demand will enter as print offers more effective and efficient means of delivering an advertiser's sales messages. As costs of television time and television programs continue to mount during the 1960's, agencies and clients will examine other media to keep in line the costs of marketing their products. I think it only fair that there be a re-examining of the costs of television time and talent. The extra, and sometimes unnecessary costs of package shows and television commercial productions are now merely passed on to the advertiser. Let all of us in the whole television area tighten our belts a bit to keep costs down.

Color television may well become a factor in marketing during the 60's—but not immediately. We know that just before the Korean War, all the industry could do was turn out about five million sets a year. Color television sets are more complicated to manufacture than black and white. However, if overnight the industry converted to color, and if color sets were manufactured and sold at the same rate as black-and-white during black-and-white's peak year, it would still take more than five years to develop 50 per cent color television ownership. And this kind of color-set production cannot be achieved until there is a major break-through in the sales price of color sets.—BARTON A. CUMMINGS, president, Compton Advertising, Inc., before Forecasting Conference, Philadelphia.

This is Fantasy...

In 1911, some cleverly put-together skeletal remains, uncovered in a gravel bed in Piltdown, England, looked so authentic that even seasoned scientists thought an important evolutionary link had been discovered. It wasn't until 1949 that painstaking investigation proved an ancient human skull had been joined to a common chimpanzee jawbone. Thus the fantasy of the Piltdown man was exploded.



This is FACT!

There is no fantasy about what you get when your campaign is scheduled in the Herald-Express, the largest evening newspaper in Western America.

The 364,690 Herald-Express families have an effective buying income of \$2,679,942,120 annually, up 186 million dollars since September, 1959. Are you tapping this tremendous market?

Take a tip from the successful retailers, who backed their opinion of the Herald-Express as a result-producing medium, by placing a whopping 8,937,793 lines of advertising in the first 11 months of 1960. That's a gain of 399,158 lines over the previous year.

Consistent gains in advertising and circulation leave no doubt that, in its field, the Herald-Express is the No. 1 choice of both advertisers and the reading public.

Now, more than ever before, sales success is the Herald-Express!

SOURCES: Sales Management Estimates. Publisher's ABC Statement 6 mos. ended Sept. 30, 1960. Media Records, Inc.

LOS ANGELES EVENING
HERALD-EXPRESS

LARGEST EVENING NEWSPAPER IN WESTERN AMERICA

Represented Nationally by Moloney, Regan & Schmitt, Inc.





OFF THE BEATEN PATH?

Perhaps! But that's where American Home loves to roam. Anything new and provocative is fair game for its adventurous young editorial staff. In this instance, they've taken indoor foliage out of its rut and transplanted it with bold imagination into the pages of American Home. This is the kind of imagination that sends 12,000,000

men and women prowling through every issue, on the alert for things to do, things to buy. American Home is their happy hunting ground for helpful ideas. It devotes a lion's share of pages to meal-planning, gardening, building, decorating and remodeling. Result? A roaring success with advertisers... a rousing hit on newsstands. Why beat the bushes for prospects? American Home puts you right on target.

AMERICAN
HOME

A CURTIS MAGAZINE



"South Bend's Your Best Bet!"

Young man—put the odds in your favor by picking the South Bend market. This Metro Area alone has a household income of \$7553, highest in Indiana! Include the other 14 counties of the South Bend market, and it parleys into \$1.7 billion in buying power. South Bend's a winner, going away.

And here's how to pick the daily double. Let WSBT-TV carry your product colors. This station has the inside track into the market's TV homes... year after year gets over 45% share of sets in use... currently carries 35 of the top 50 locally-favored programs.* Top-rated CBS shows and local programs keep WSBT-TV in the winner's circle!

Want the latest scoop? Call your Raymer man. He'll trot right over.

*Niesen 4-week rating, June 6-July 3, 1960

WSBT-TV

SOUTH BEND, INDIANA
Channel 22



ONE OF CBS'
HIGHEST-RATED
STATIONS

Ask Paul H. Raymer, National Representative

Men of the Month in Media

New Media Manager At McCann-Erickson

McCann-Erickson Advertising (U. S. A.) has moved one of its most experienced media men into the No. 2 slot in its media organization in New York. The man is Kelso Taeger, who started life on a wheat farm in Saskatchewan, Canada—moved up in the



Taeger: as media manager at McCann-Erickson, he will boss himself.

advertising business as a media expert on automotive accounts in Detroit—and who most recently has been vice president and media director of the agency's Detroit office.

Mr. Taeger's new job is vice president and manager of the media department at the home office in New York—an established position most recently occupied by William Dekker.

From his new corner office, "Kelly" (as Mr. Taeger is known to associates) administers the 125 man and woman department. He works through four associate media directors (each responsible for an account group), a director of international media, and an outdoor media manager. His is one of three media functions reporting to H. Nevin Gehman, vice president and manager of the media services division. The other two are media research and media planning—service functions that contribute to the stream of media work that flows through the line organization that Mr. Taeger now heads. He is also vice chairman of the media planning group; and he continues to work as the key media man on several accounts. He is his own associate media director on the Esso Standard ac-

count, and he will continue his association with the Buick and General Motors truck accounts that were his principal concern in the Detroit office.

Never fond of farming in the frozen North, Mr. Taeger moved to Detroit in search of a job after he finished high school in Regina, Alberta. His first advertising job was in media work on the Hudson Motor Car account at the C. C. Winnineham agency; and he has been in agency media work ever since: with MacManus, John & Adams in 1934; Sherman & Marquette in Chicago as associate media director in 1941; moved by S & M to New York to handle a lot of radio in 1943; McCann-Erickson in New York as print buyer in 1945.

In 1949, McCann-Erickson sent him to Detroit on a "temporary" assignment ("two years at the most"—"don't buy a house"); and he continued there until January 2, 1961. The original assignment was to straighten out the handling of co-op advertising for Chrysler. The work developed into media management for all Chrysler, and later for Buick and General Motors trucks.

An exacting craftsman, Mr. Taeger believes that in media work "there is no substitute for hard work—digging for all the facts." At home, craftsmanship takes the form of exacting hobbies: the building of Early American furniture and gardening.

Acc Salesman Heads NAEA

A versatile, hard-hitting, and creative newspaper salesman moved into the top spot at the Newspaper Advertising Executives Association last month. Its new president is Russell E. Scofield, advertising director of the Miami News since May 1959.

Mindful of the new NAEA slogan, "Coast to Coast, Newspapers Sell the Best," Mr. Scofield believes that newspaper selling must go "farther than quoting circulation figures. It must show the advertiser how his copy and schedule fits into a particular newspaper and local market. With the bloom off TV, we must be alert to sell intelligently the advantages of coming back home to newspapers."

(Continued on page 34)

in Boston it's the

and in the Globe it's

Sunday Globe

U.S. Chill Greets K's New Pitch For UN Summit

Another 'Circus' Tirade Feared

Gomulka Says Red Leaders Back Softer Line



MEANWHILE, BACK AT A TEXAS RANCH, near San Antonio, Vice President-elect Lyndon Johnson is drafted out to familiar country land as he sits on top blanket row with a friend the big dog and a cat.

Wyzanski Victimized In Auto Plate Hoax

Return 'U.S. Court' Auto Inquiry

Boston Sunday Globe PARADE

DECEMBER 4, 1960



THE KINGSTON

In the highly competitive Boston newspaper field, one name stands out. The Sunday Globe is first in total advertising lineage, first in circulation in the Boston Trading Area, first in editorial excellence as measured by awards and citations this year. In the judgment of advertisers, readers and critics alike, The Sunday Globe is Boston's first newspaper. Each of the three Boston newspapers distributes a syndicated Sunday magazine. The Globe's Sunday magazine is PARADE.

In 59 of its 65 key markets PARADE is distributed by the largest (or only) Sunday newspaper. This includes 8 of the 13 big metropolitan markets—such as St. Louis, Washington and Miami—where one or more of the other syndicated Sunday magazines also is distributed. The results you get from a syndicated Sunday magazine depend on the newspapers that distribute it. Market by market, PARADE newspapers invite comparison.

PARADE — THE SUNDAY MAGAZINE SECTION OF STRONG NEWSPAPERS THROUGHOUT THE NATION REACHING 10 MILLION FAMILIES EVERY WEEK.

Media/Scope, February 1961



A SERVICE magazine speaks *HIS* language

A man engrossed in his big interest likes to share it with others. He likes to talk about it . . . read about it. He's at home with those who understand his enthusiasm—who talk his language.

The man who is especially interested in the mechanical aspects of his home, his job, his leisure time activities . . . he's the kind of man who reads POPULAR MECHANICS. And for good reason. PM is edited for his special interests, be they his car, his boat, his home workshop, or other things mechanical. PM is *his* kind of magazine. It speaks *his* language. It shares *his* interests.

The hearty welcome given POPULAR MECHANICS each month by five million men extends to your product message when it's in the magazine they turn to for ideas . . . the *service* magazine for men.

reporting the mechanics of modern living

**POPULAR
MECHANICS**

A HEARST MAGAZINE

(Continued from page 32)

Other opportunities cited by Mr. Scofield include:

1. To pick up the challenge presented by reductions in co-op money available to retail advertisers—selling national advertisers who choose to reduce these funds on investing the money in general newspapers.

2. To help advertisers use ROP color more effectively.

3. To encourage all new ideas (like Hi-fi pre-printed rolls, pre-printed sections, product samples, etc.).

4. To get behind the big, new newspaper campaigns to assure their success.

5. To sell newspapers collectively, adding maturity to competitive selling between newspapers.

Well-rounded experience in the newspaper field has led Mr. Scofield



Scofield of NAEA: He wants more player-coaches in newspaper sales.

to think of himself as a "player-coach." The newspaper advertising director, he says, "has to be able to do anything expected of his people and, at the same time, be a patient and competent teacher."

His first newspaper job was as a classified salesman for the Waukegan, Ill., *Sun*. Then he was retail salesman for the Wausau, Wis., *Record-Herald*. Marriage to a Kentucky girl led him to move to the Lexington, Ky., *Leader*, where he became advertising director in 1936, and helped combine the *Leader* and the *Herald* into the *Herald-Leader* in 1937.

A graduate of Michigan State University, he played guitar and banjo in a dance band through college; and traveled the U. S. with a Chicago orchestra for 18 months after graduation. He still lists *Dixieland* and *middle-brow* music among his hobbies—plus poker, making rosaries, bicycle riding, and flying.

SAN DIEGO

THE 16TH
LARGEST
COUNTY...

THE 18TH
LARGEST
CITY
IN THE
NATION!*

CALIFORNIA
SERVED AND SOLD BY

The San Diego Union

EVENING TRIBUNE

*U.S. Bureau of the Census, 1960.

County population: 1,033,011.

City: 573,244. Rate of growth since 1950: 86%
for the county, 71% for the city.

"THE RING OF TRUTH"



Copley Newspapers

15 HOMETOWN DAILY NEWSPAPERS COVERING SAN DIEGO,
CALIFORNIA — GREATER LOS ANGELES — SPRINGFIELD, ILLINOIS —
AND NORTHERN ILLINOIS. SERVED BY THE COPLEY
WASHINGTON BUREAU AND THE COPLEY NEWS SERVICE.
REPRESENTED NATIONALLY BY WEST-HOLLIDAY CO., INC.

(NELSON ROBERTS & ASSOCIATES)



TRACY CALL
Washington State Manager
Gooderham & Worts, Ltd.

"In Washington State we put emphasis where it belongs... on Seattle and Tacoma."

Mr. Call says, "The Seattle and Tacoma markets account for about 75% of our total Washington State sales and consequently I always ask for full advertising and merchandising support in *both* markets...never one alone. In my opinion the Tacoma News Tribune, along with a Seattle daily, is the only way to reach most people living in the big Puget Sound area. That's why I recommend an 'A-schedule' in the News Tribune every time."



Think Twice About Tacoma

The Tacoma Market, Washington State's 2nd Market, is intensely covered by the State's 2nd largest evening newspaper, the Tacoma News Tribune. No Seattle newspaper can claim merchandisable coverage in this area. Circulation of the News Tribune is now more than 85,000.

TACOMA NEWS TRIBUNE

Represented by **SAWYER-FERGUSON-WALKER COMPANY, Inc.**

New York • Chicago • Philadelphia • Detroit • Atlanta • Los Angeles • San Francisco

QUESTION:

What is the single most difficult problem you face in buying outdoor?

CAROL NEUMAN, space buyer, Mogul, Williams & Saylor, Inc.—Spending enough money in one market to do an effective job. We are reluctant to spend the money required for effective advertising in a major metropolitan market without knowing how many prospects the message will reach, and



some idea of the impact of this advertising. Outdoor representatives have tried to document their selling story, but are still short of the mark set by other media in demonstrating convincingly their medium's ability to move goods effectively.

ROBERT WALSH, space buyer, Doherty, Clifford, Steers & Shenfield, Inc.—Standardization of outdoor media, improved campaign planning, and NOAB and OAI estimating services and marketing data have greatly simplified outdoor campaigns. One problem, however, resides in the copy



and art area . . . a science in itself. Copy that's successful in print or television cannot be transferred automatically to outdoor. Special communication techniques are required. Although outdoor usually reflects the prime campaign, it nevertheless must be built around suggestion and simplicity . . . and from scratch. After this, outdoor scheduling is done on the same basis as any local media buys. Once the basic outdoor concept is accepted, few buying problems arise that are not common to other media.

ROLAND GOMEZ, media director, Regal Advertising Associates Corp.—One of the problems I've run into when using outdoor is the constant policing necessary to make sure the posters are

always in top condition. A weather-beaten billboard can easily convey an impression that the product advertised is made by a run-down company, or one that just "doesn't care." A long period of foul weather can fade a showing weeks before the agreed repainting or reposting is due, and it takes continuous checking by both agency and plant operator to see that the job is done when needed.



E. R. STONE, outdoor director, Leo Burnett Company, Chicago—Acquiring 100 per cent bookings, particularly when requested on short notice. Under these circumstances, we invariably find markets which cannot accommodate us. Frequently, appropriated funds are held aside with hope that "waiting list" space may be booked later, prior to the desired posting date. If space is not booked, perhaps no advertising support is



available for these markets, as it may be too late, or impractical, to schedule other media. Obviously, this does not help a client move product. Fortunately, except for a few markets, this problem does not exist throughout the year. The troublesome period is usually May through September. A few outdoor campaigns are killed before they get to the contract stage when it's found that some important markets are sold out. Plant operators are usually unaware that they have lost business, and perhaps an advertiser who might have used outdoor for most of the year, including some slack months. If this fact, and the reasons for it, were known by all operators who lost business, the industry might well try to remedy the situation.

USEFUL FACTS ABOUT

PLAYBOY

the magazine with proven impact in the top-quality young male market

EDITORIAL

A bright colorful package of fine fiction, high humor, pretty girls, fashion and meaningful articles and features aimed at capturing the enthusiasm of the young man-about-business and the man-about-campus.

CIRCULATION—1,090,908

Editorial vitality is reflected by the largest newsstand sale of any 50c-or-over magazine, 6 mos. aver. 874,814. In addition, Playboy has 216,094 subscribers. Total monthly circ. 1,090,908 ABC. Circulation is not forced. Advertisers are assured greater readership in Playboy—a magazine that readers buy rather than a magazine that buys readers.

CIRCULATION QUALITY

Playboy is one of the family of over 50 magazines that is included in THE STARCH CONSUMER MAGAZINE REPORT—the one audience study that compares most leading consumer magazines by one common yardstick. Starch facts confirm Playboy's claim to the top-quality young male market:

AGE

29.6 is the median age of Playboy's male readers. 64.6% of male readership is concentrated in the 18-34 age group. Only magazine in Starch Report with major concentration of male readership in the receptive 18-34 bracket.

INCOME

The median income of the Playboy household is a high \$8,150.

MARITAL STATUS

29.5% of the heads of Playboy households have been married within the past five years, by far the highest percentage of newlyweds reported for any magazine.

URBANITY

52.6% of Playboy's circulation is in cities with more than 50,000 population, second only to The New Yorker among all national magazines. (ABC 6/30/60.)

APPAREL

31.8% of the households where Playboy is read spent more than \$500 for wearing apparel during past 12 months.

PHOTOGRAPHY

83.4% of all Playboy households own a still camera. 23.4% own a movie camera, 19.3% own a movie projector, and 22.2% own a slide projector.

TRAVEL

24.8% of Playboy households spent over \$200 on business travel during past 12 months. 33.0% spent over \$200 on vacation travel.

AUTOMOBILES

47.8 of every 100 Playboy households bought an automobile during the past 12 months. 5.6% of Playboy households own three or more automobiles. These figures are highest reported by Starch for any men's magazine.

TOBACCO

71.5% of all Playboy male readers smoke cigarettes. There are 38 male smokers reading every 100 copies of Playboy. No other magazine reported by Starch has a higher degree of readership by male smokers.

LIQUOR

84.2% of Playboy families drink or serve alcoholic beverages. Top figure for any magazine in Starch. 76.9% of all Playboy households drink or serve beer, 55.7%—wine, and 76.2%—whiskey . . . all three highest of any men's magazine.

INSURANCE

24.1% of Playboy households purchased (more) life insurance during the past 12 months, a characteristic of responsible stability.

APPLIANCES

91.2 small electrical appliances were acquired new by every 100 Playboy households during the past 12 months. 57 of every 100 of these units were acquired for the first time . . . both figures raised highest of all Starch surveyed magazines. More proof that the Playboy reader is at his peak period of purchasing.

RADIO-TV-PHONOGRAPHS

22.9% of Playboy households acquired a new radio and 14.1% acquired a new phonograph within the past 12 months—highest of any men's magazine. 18.6% acquired a new TV set, highest of any magazine in the Starch report.

RESPONSIVENESS

One month after Broadstreet's first ad ran in Playboy, they reported: "We have sold over 520 shirts by mail and the orders are still coming in . . . I am very happy both with the direct return on this ad and the fact that Playboy has brought us new additions to our customer list." The Heath Company, manufacturers of hi-fi equipment, reports that in only seven months their 1/4 page ads in Playboy have produced 10,200 inquiries—25% more returns than their second ranking magazine produced in nine months. The Diners' Club, world-wide credit organization which uses Playboy to promote its travel plan, reports: "We have found that Playboy is one of our most effective means of reaching businessmen, particularly of the kind who will be requiring extensive travel services."

PLAYBOY

720 Fifth Avenue/New York/C1 5-2620
232 E. Ohio/Chicago/MI 2-1000

All You Need to Know About Aspirin, or More

CHEMISTS and pedants call it acetylsalicylic acid. Chap name of Gerhardt whipped it up in 1853, but it wasn't until deadlines became common that anyone could think of a use for the stuff. Actually, Heindrich Dreser, researcher for Bayer in Germany, was looking for a palliative for rheumatoid arthritis sufferers who couldn't stand the side effects of salicylates, real stomach bombs widely used around 1899, when he tried old Gerhardt's concoction. It worked.

One thing led to another. Some character with arthritis and a hangover took it, felt better, and *schnapps* sales boomed. It was serendipitous for drinkers but eventually tough on Bayer. The name aspirin evolved after a generation of prescription-fillers got headaches trying to read acetylsalicylic acid, scrawled by doctors not famous for calligraphy. It became acetyl-spiric, then aspirin, and not a minute too soon.

Bayer's U. S. patent expired in 1917, followed in a few years by schnapps itself, it said there in the 18th Amendment. After a long legal hassle, Bayer saw the courts decide that the name had entered the public domain, or whatever words enter when they become common nouns.

That aspirin relieves pain and reduces fever is pretty well established. The reason for this

is another matter, perhaps hidden deep in the Antarctic of the body. Some 17 billion aspirin are produced annually in the U. S. Eastern Iowans consume less than their share, since they have fewer headaches, and WMT-TV. CBS Television for Eastern Iowa. Cedar Rapids-Waterloo. Affiliated with WMT Radio, K-WMT Fort Dodge. National Representatives, The Katz Agency.

Office Hours:
9:30 to 11:30 A. M.
9:30 to 4 P. M.
And By Appointment

Name Dr. Kenneth L. Hietanen M.D.
Address 1000 Lincoln Avenue
New York, N.Y.

Dr. Kenneth L. Hietanen M.D.
1000 Lincoln Avenue
New York, N.Y.

Office: R
Res: P
Med: I

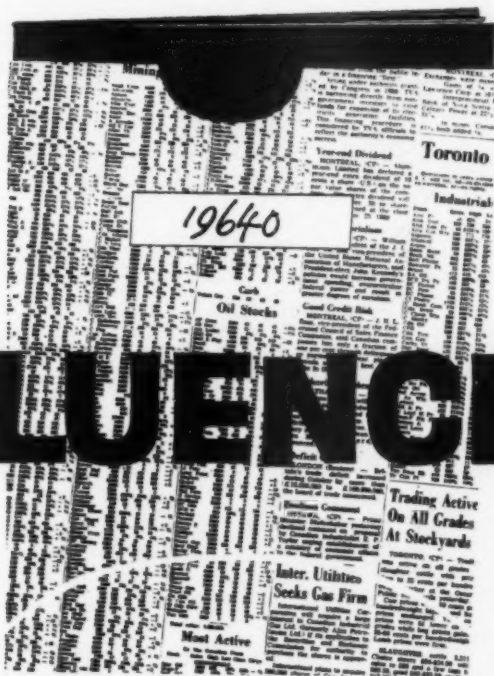
Date _____

Acetylsalicylic
Acetyl-spiric
Aspirin
WMT-TV

2 PRN

Dr. Kenneth L. Hietanen M. D.

THE SPECTATOR



INFLUENCES

95.7% OF ALL HOUSEHOLDS IN **HAMILTON**

CANADA'S 4th HIGHEST PER HOUSEHOLD INCOME MARKET*

And that's no idle boast. It's a fact substantiated by significant figures that cannot be ignored.

No matter what product you have to market, you can move it in *prosperous* HAMILTON . . . through the hard-selling pages of THE HAMILTON SPECTATOR.

*N.E.B. income per household in Metropolitan Hamilton is \$6,523, this is fourth highest of all Canadian Metropolitan areas. Source—Sales Management Survey of Buying Power.

ONLY THE SPECTATOR CAN GIVE YOU HAMILTON'S UNDIVIDED ATTENTION

The Hamilton Spectator

A SOUTHAM NEWSPAPER

UNITED STATES

Cresmer & Woodward Inc. (Can. Div.)
New York, Detroit, Chicago,
San Francisco, Los Angeles, Atlanta

TORONTO

The Southam Newspapers
88 University Ave.
K. L. Bower, Manager

MONTREAL

The Southam Newspapers
1070 Bleury St.
J. C. McCague, Manager

AGAIN IN 1960

THE BOSTON HERALD-TRAVELER

FIRST

in

TOTAL DISPLAY LINAGE*

1960 LEAD OVER BOSTON GLOBE

2,389,419 lines

1960 LEAD OVER BOSTON RECORD-AMERICAN

16,984,679 lines

AND AGAIN IN 1960 CONTINUED LEADERSHIP IN

RETAIL DISPLAY

NATIONAL DISPLAY**

DEPARTMENT STORES

**GROCERY LINAGE (BOTH RETAIL AND
GENERAL)**

WOMEN'S CLOTHING STORES

MEN'S CLOTHING STORES

**Includes Automotive and Financial.

*Larger Daily and Sunday. Source: MEDIA RECORDS, INC.

THE MORNING
Herald-Traveler
THE EVENING

Boston's Home-Delivered Newspapers

Represented Nationally by Sawyer-Ferguson-Walker Company

With 161 papers now offering discounts of various types, the field is in its greatest ferment in years.

The Exciting Growth Of Newspaper Discounts

- ☐ 161 dailies offer national rate discounts . . . and nearly half started within the last four months. Over 100 other papers give group discounts.
- ☐ The rigid continuity discounts are creating most of the excitement, but more papers offer straight volume discounts, and some offer frequency.
- ☐ Advertisers prefer volume discounts, but newspaper representatives will settle for any widely adopted plan that will impose uniformity on the medium.
- ☐ Some discounts are microscopic, others are neutralized by rate increases, many are adequate and useful. About 25 per cent is the largest offered.
- ☐ Despite some grumbling, discounts are attracting substantial lineage from large accounts, and will attract more as more discounts become available.

AT THE LATEST COUNT (and the count is changing almost daily), there are 161 daily newspapers in the U. S. that offer some form of discount to national advertisers. There are also about 15 newspapers that are reported to be close to announcing that they will switch from a flat rate to a discount structure. In addition, there are well over 100 dailies that maintain a flat rate individually, but offer a discount when purchased in combination with

other members of a group.

Some of the discounts are substantial; others are so small as to be nearly invisible. Some discount structures are of long standing; others are brand new. But the discount picture adds up to the headiest ferment in the newspaper business since automobile manufacturers decided to try advertising.

Some of the activity in this area is more apparent than real; after all, 161 papers in the discount column

out of some 1,600 dailies hardly adds up to overwhelming endorsement of flexible rate structures. But the appearance of upheaval is nourished by a diversity of discount plans that sets the head whirling. They run from primitive allowances of the type that read "29¢ a line open; 28¢ a line over 28,000 lines," to complex schedules involving five lineage brackets in four continuity periods, and perhaps a dozen bulk lineage brackets for annual volume.

WHAT DISCOUNTS ARE OFFERED

Bulk or Volume. A straightforward discount for lineage in quantity, without limitation as to frequency or spacing of insertions; often no limitation on size of insertion. Brackets most often run from 1,000 lines a year to 100,000 lines or more. Typical discount range: 1 per cent up to 15 per cent for 200,000 lines. There are now 67 dailies that offer bulk discounts only.

Continuity, or Continuity Impact (CID). A discount based on minimum lines per week for a specified number of consecutive (or nearly consecutive) weeks. A typical CID discount would be a contract of 13 weeks' duration requiring 1,000 lines per week for 12 weeks. This 12-out-of-13 contract would earn 6 per cent. Discounts range from about 4 per cent at the low end up to 16 or 17 per cent for a contract of maximum size and duration (full pages in 48 out of 52 weeks). There are 41 papers that offer only CID.

Frequency. A discount requiring a specified number of insertions to qualify. Most often, the insertions (5, 10, 20, 50 times a year) must be of a certain minimum size. The larger the advertisement, the greater the discounts. Often, all space units are totaled to arrive at the frequency bracket. Example: 25 insertions of 300 lines each and 25 insertions of 1,000 lines each take the 50-time rate if all are run within the contract year. Each earns the applicable discount for its size category under the 50-time schedule. There are 15 dailies offering only frequency discounts.

In addition, 22 dailies offer both frequency and bulk discounts; one gives both frequency and continuity discounts; 15 offer both bulk and continuity. Two dailies, *The Chicago Tribune* and *American*, offer a choice of all three types to national advertisers.

Types of Discount Plans

Most of the discount plans may be assigned to one of three (or maybe four) categories.

• **Bulk or volume.** This is a straight discount for a specified number of lines run in a contract year. There are no limitations on the frequency or spacing of insertions; but within this general framework, the variety of bulk discounts is large. For example, some contracts are for six months or three months, rather than a year. Occasionally, a minimum size is required for each insertion; more often, there are special discounts for full-page units. The discount brackets run from 1,000 lines to 100,000 or beyond, and the steps between may be many or few, in round numbers, or in odd numbers. The discounts granted at each bracket also lack any uniformity.

Here's an example: The *New York News* has five brackets; the *Herald Tribune* has four; the *Times* has eight. The *Times* starts at 2,500 lines a year (9.3 per cent discount) and runs up to 100,000 lines (23.5 per cent). The *Milwaukee Journal* also has eight brackets. But it starts at 1,000 lines, for which it grants 6 per cent discount. At 100,000 lines, the *Journal's* discount is 18 per cent.

• **Frequency.** This class of discount requires that advertisers contract for a specified number of insertions in order to qualify for discounts; the larger the number of insertions, the larger the percentage lopped off the flat rate. Occasionally, no size limitation on insertions is imposed, but most often, insertions of different sizes earn different discounts. For example: the *Texas Group* offers discounts in six size classifications. Five insertions of 100 lines each earn 1 per cent; 50 insertions earn 10 per cent. Insertions of 2,400 lines each earn 7 per cent for five insertions; 20 per cent for 50 times.

• **Continuity.** This is the discount plan that is creating most of the current excitement, mainly because it is most popular with the recent converts to discount rate structures. The continuity discount, often called Continuity Impact Discount (CID), was pioneered by the Louis-

ville (Ky.) *Courier-Journal* and *Times* in September 1959, and now numbers some 59 papers among its adherents (including 20 Southern dailies represented by General Advertising Service, which adopted it en masse two months ago). CID is the least flexible of the discount schemes, because it requires advertisers to use space in what amounts to consecutive weeks over long periods of time.

The minimum discount under most CID plans calls for 300 lines per week in 12 out of 13 weeks. Discount: 4 per cent. Discounts rise for 600, for 1,000, and for 1,500 lines a week, and are, of course, highest for full pages. These lineage brackets (together with some incidence of 100-line minimums) follow through in higher frequency categories; i.e., 24 out of 26 weeks, 36 out of 39 weeks, 48 out of 52 weeks. The longer the contract, the larger the discount earned in each lineage bracket. It must be emphasized that the contract terms are consecutive weeks. To qualify for a discount in the 12-out-of-13 weeks' plan, space must be placed in 12 weeks within a single quarter. The top discount generally runs 16 or 17 per cent for full pages in 48 out of 52 weeks.

Group Discounts

Some observers consider group discounts a separate classification, simply because they are available in combination buys; but the discount forms are similar to those already described. At this writing, there are 21 daily newspaper groups that offer discounts, comprised of 124 papers (128 if one includes four forced combinations in the newly formed, 33-paper Penn Group). The groups average a discount of 17 per cent off the combined rate of the individual papers. In addition, five groups grant sliding scale bulk discounts, which average 27 per cent in the highest bracket. Two groups provide a frequency discount with maximum reductions averaging 44.5 per cent.

All the groups are organized along market or regional lines; many are linked by common ownership or by common national representation. In-

deed, many newspaper representatives are actively engaged in organizing new groups among their clients. At least two—one in Kentucky, the other in Indiana—are in the serious talking stage.

Reasons for Discounts

In short, it looks as if discount structures — either in a group context or on an individual basis — are at last taking hold in the newspaper business.

There are several reasons for it. For one thing, the newspaper industry had a mediocre year in 1960, and publishers are rapidly coming to the conclusion that the newspaper medium is among the most vulnerable during any softening of the general economic climate. The reason: the medium's highly-touted (and undeniably valuable) flexibility.

One representative puts it this way: "For the last 30 years we have been selling simplicity and speed—no complications, no computations to figure rate brackets, no reservations. If you want to run an ad tomorrow, you can work the cost in your head in five seconds, get on the phone and wrap it up. If you want to drop the campaign, another phone call takes you out of the paper."

This very flexibility makes newspapers the first target for budget cuts.

In addition, spiraling publishing costs are forcing publishers to take a second look at such arcane matters as production forecasting and cost allocation. "Newspapers," says one representative, "need to forecast next week's needs just like any other manufacturing plant."

Negotiated Discounts

A third factor of undeniable influence has been the recent effort of a number of important accounts to gain substantial negotiated discounts for big campaigns. Shell Oil's much-publicized decision to put the bulk of its media dollars into newspapers was followed by a request in November by Shell's agency, Ogilvy, Benson & Mather, for discounts ranging from 10 per cent for a 26-time schedule to 30 per cent

"Discounts will not have any marked effect on average rate per line . . ."

for a 78-time schedule. Previously, William Esty Company had considerable success in obtaining discounts for Reynolds Tobacco based on a cost-per-thousand requirement of from \$7 to \$10 for four-color full pages. With a 10 per cent discount, Reynolds ended with an average cost-per-thousand of \$7.61 in nearly 65 newspapers carrying about 18 pages each, which delivered some 25 million in circulation.

Since the Reynolds buy, Ted Bates has asked (on behalf of Brown & Williamson Tobacco) a 15 per cent discount for 26 1,000-line advertisements in black and one color. Industry sources predict that Reynolds' precedent will make it difficult for Bates to obtain the full 15 per cent.

Nevertheless, the pressure on publishers is enormous when one considers the weight of these three accounts alone. New discount structures are in part a defensive measure that will enable publishers to retain control of their rate structures.

Advance Planning Sought

All in all, publishers are trying to get advertisers to plan newspaper use in advance, to commit themselves for a year's schedule, and to spread insertions uniformly over the publishing year; in short, to jettison all their traditional thinking on the proper tactical role of newspapers in advertising. The goal is to change attitudes rather than increase immediate volume. Most publishers do not expect a dramatic increase in lineage as a result of new discount structures, although the Louisville papers report a gain of 27.5 per cent in the lineage used in 1960 by accounts now under CID contract. The Erie (Pa.) *Times-*

News and the Orlando (Fla.) *Sentinel-Star* (the other two papers whose CID structures have been in operation at least one year) also report encouraging results.

The contract provisions of most of the discount plans have also served as devices to hold lineage as well as to build it. When National Distillers cancelled all newspaper advertising during the weeks of November 21 and November 28 of last year, non-cancellable commitments, including CID discount lineage, were specifically exempted.

Undeniably, the organizing force behind the development of the new discount plans has been the big representative firms. Such men as Herb Moloney, Jr., of Moloney, Regan & Schmitt; Frank Stapleton of Branhams; Fiske Lochridge of Katz; Fred Pitzer of Jann & Kelley, and several others, have been active in devising plans and in persuading their client newspapers to adopt them.

Diversity of Discount Structures

The problem that concerns the representatives most right now is not so much the growth of discount structures as the diversity. Peter Benzing, president of Ridder-Johns, has worried publicly over the chaos invited by too great a variation in the kinds of discounts offered. His colleagues share this concern. Most representatives, and a good many publishers would like to see some uniformity in the discounts offered. By uniformity, they mean common size brackets and frequency steps, not identical percentages, which necessarily vary according to the internal economics of each newspaper.

In short, say the reps, there should be some uniformity in the parameters

of the discount table; e.g., five or six common size brackets for insertions, perhaps five frequency brackets (i.e., 5 times, 10 times, etc.), and five or six weekly lineage brackets for continuity plans.

The quest for uniformity is one of the reasons the CID plans have caught on so well. Most of them closely imitate the original plan drafted by the Louisville newspapers in 1959, and all the CID schemes have much in common. Because this basic plan is relatively easy to sell to publishers, representatives have been recommending it, despite the fact that agencies and advertisers are generally un-

enthusiastic about CID because of its rigidity and heavy space requirements. Naturally, publishers like CID for exactly the same reasons.

Agency, Advertiser Preferences

In general, agencies and their clients prefer straight volume discounts. In fact, Newman F. McEvoy, Cunningham & Walsh's media chief, rates discounts in this order of importance: volume, frequency, followed by continuity — "a poor third." To Mr. McEvoy, it is "unrealistic for a publisher to suggest that because he'd like to be assured of business for 260

days a year that this necessarily serves the interest of the advertiser. The reverse is true. The advertiser's interest is served by a rate structure that permits advertising to be phased into the client's marketing strategy, with timing that serves his marketing needs and purposes. There is certainly nothing wrong with continuity, but it must be at the advertiser's option."

In Mr. McEvoy's opinion, and it is shared by many others both within his agency and outside it, publishers should think twice before surrendering the flexibility of service that has made newspapers so valuable. Agencies, in general, seem to have little

WHO GIVES DISCOUNTS

State and City	Newspaper	Discounts			State and City	Newspaper	Discounts		
		Bulk	Continuity	Frequency			Bulk	Continuity	Frequency
Alabama					Illinois (Cont.)				
Decatur	Daily		X		Galesburg	Register Mail	X		X
Gadsden	Times		X		Monmouth	Review-Atlas	X		
Jasper	Daily Mountain Eagle		X		Peoria	Journal-Star	X		X
Tuscaloosa	News		X		Indiana				
Arkansas					Evansville	Courier & Press		X	
Blytheville	Courier-News		X		Indianapolis	Star & News	X		
Little Rock	Arkansas Democrat		X		Indianapolis	Times	X		
Little Rock	Arkansas Gazette		X		Lafayette	Journal-Courier	X		X
Searcy	Citizen		X		Marion	Chronicle Leader Tribune	X		X
California					South Bend-Mishawaka	Tribune	X		X
Escondido	Times Advocate	X			Iowa				
Fresno	Bea		X		Clinton	Herald	X		
Los Angeles	Herald-Express	X	X		Des Moines	Register-Tribune	X		
Los Angeles	Mirror			X	Kentucky				
Los Angeles	Times			X	Bowling Green	Park City News		X	
Modesto	Bea		X		Louisville	Courier Journal-Times		X	
Monterey	Peninsula Herald	X	X		Mayfield	Messenger		X	
Sacramento	Bea		X		Louisiana				
San Francisco	News-Call Bulletin	X			New Orleans	Times-Picayune	X		
San Jose	Mercury-News	X			Maryland				
Colorado					Baltimore	News Post	X		
Denver	Post	X	X		Massachusetts				
Denver	Rocky Mountain News	X			Beverly	Times	X		
Connecticut					Boston	Herald-Traveler		X	X
Bridgeport	Post-Telegram		X		Lowell	Sun	X		
Hartford	Courant	X	X		Quincy	Patriot-Ledger	X		
New Britain	Herald	X			Wakefield	Item	X		
Waterbury	Republican American			X	Worcester	Telegram-Gazette	X	X	
District of Columbia					Nichigan				
Washington	Post			X	Bad Axe	Huron Daily	X		
Washington	Star	X		X	Battle Creek	Enquirer-News	X		
Florida					East Tawas	Huron Shore News Press	X		
Clearwater	Sun		X		Escanaba	Press	X		
Daytona Beach	News Journal			X	Holland	Sentinel	X		
Miami	News	X	X		Iron Mountain	News	X		
Orlando	Sentinel-Star		X		Lansing	State Journal	X		
Palm Beach	News	X			Marquette	Mining Journal	X		
Sanford	Herald		X		Midland	News	X		
Georgia					Owosso	Argus-Press	X		
Marietta	Daily Journal		X		Minnesota				
Savannah	News-Press	X			Duluth	Herald News Tribune	X		
West Point	Valley Times-News		X		Minneapolis	Star-Tribune	X		
Hawaii					St. Paul	Dispatch Pioneer Press	X		
Honolulu	Star-Bulletin		X		Winona	News			X
Illinois					Mississippi				
Chicago	American	X	X	X	Greenville	Delta Democrat-Times		X	
Chicago	News	X			Jackson	Clarion Ledger Daily News	X	X	
Chicago	Sun-Times	X			Missouri				
Chicago	Tribune	X	X	X	Cameron	News Observer	X		

MEDIA DATA

objection to signing annual contracts for a specified number of lines, just so long as they are not locked into a predetermined pattern of insertions.

How Useful Are Discounts?

It is rather hard to say exactly how useful the new discount structures will be. As with any new movement, there are a certain number of kinks to be ironed out, which inevitably draw criticism. One substantial buyer of newspaper space remarked sourly that "when most papers put in a volume discount they raise rates and everyone qualifies. It

ends with your median discount equal to your old open rate." It is undeniable that some discounts are designed to favor traditional large advertisers who would buy space anyway; for example, discounts on page units only, which tends to give the nod mainly to clients in the class of General Motors.

It is also true that many of the discount plans are introduced in tandem with a rate rise. For example, the Burlington (Vt.) *Free Press* will initiate bulk discounts in March, but a simultaneous rate rise will mean that the advertiser obtains no advantage until he reaches the 200,000-line

bracket. Here's why this happens:

	Cost Old Rate	Cost New Rate Less Discount
100,000 lines	\$18,000	\$18,690
150,000 lines	27,000	27,405
200,000 lines	36,000	35,700

Under the *Free Press's* alternate CID plan, however, there is a cost break at only 130,000 lines (computed from the 48 full-page bracket), at a 16 per cent discount.

It must be pointed out, however, that the *Free Press* (and many other papers in its situation) was probably overdue for a rate increase anyway;

frequency

X

X

X

X

X

X

y 1961

State and City	Newspaper	Bulk	Discounts Continuity Frequency	State and City	Newspaper	Bulk	Discounts Continuity Frequency
Missouri (Cont.)				Pennsylvania (Cont.)			
St. Louis	Globe-Democrat	X	X	Homestead	Messenger	X	
St. Louis	Post-Dispatch	X		Lancaster	New Era-Intel. Journal	X	
Springfield	News Leader & Press		X	Levittown-Bristol	Times-Courier		X
Nebraska				Oil City	Derrick-News-Herald	X	X
Omaha	World-Herald	X	X	Philadelphia	Bulletin	X	X
Nevada				Philadelphia	Inquirer	X	
Las Vegas	Review-Journal		X	Philadelphia	News	X	
New Jersey				Pittsburgh	Post-Gazette & Sun-Tele.	X	X
Bayonne	Times		X	Pittsburgh	Press	X	
Elizabeth	Journal	X		Scranton	Tribune Scrantonian	X	X
Hackensack	Record	X	X	South Carolina			
Long Branch	Record	X		Orangeburg	Times-Democrat		X
Morrisstown	Record	X		Spartanburg	Herald-Journal		X
Passaic-Clifton	Herald-News	X		Sumter	Item		X
Paterson	Call	X		Union	Daily Times		X
Paterson	News	X		South Dakota			
New York				Sioux Falls	Argus-Leader		X
Amsterdam	Recorder		X	Tennessee			
Brooklyn	Brooklyn Daily	X		Bristol (Tenn.-Va.)	Herald Courier		X
New York	Herald-Tribune	X	X	Bristol (Tenn.-Va.)	Virginia-Tennessean		X
New York	News	X		Cleveland	Daily Banner		X
New York	Times	X		Elizabethton	Star		X
Queens	Queens Evening News	X		Maryville-Alcoa	Daily Times		X
Syracuse	Her. Journ.-Post-Stand.	X		Memphis	Com. Appeal-Press Scimitar	X	
White Plains	Trader	X		Nashville	Banner Tennessean		X
North Carolina				Texas			
Fayetteville	Observer	X	X	Corpus Christie	Callier-Times	X	X
Goldsboro	News-Argus		X	Houston	Chronicle	X	X
Greensboro	News-Record	X		Houston	Post	X	X
Warganton	News-Herald		X	Houston	Press	X	X
Ohio				San Antonio	Light	X	X
Cincinnati	Enquirer	X	X	Wichita Falls	Times & Record News	X	X
Cincinnati	Post-Times-Star	X		Vermont			
Cleveland	Plain Dealer		X	Burlington	Free Press	X	X
Lima	Citizen		X	Virginia			
Niles	Times	X		Clifton Forge	Review		X
Toledo	Blade-Times	X	X	Pulaski	Southwest Times		X
Oklahoma				Radford	News-Journal		X
Oklahoma City	Oklahoman-Times		X	Washington			
Oregon				Everett	Herald	X	
Eugene	Register Guard	X	X	West Virginia			
Portland	Oregonian	X	X	Beckley	Post-Herald-Register	X	
Portland	Oregon Journal	X	X	Charlottesville	Gazette Daily Mail	X	
Pennsylvania				Wisconsin			
Allentown	Call-Chronicle	X		Eau Claire	Leader Telegram		X
Ellwood City	Ledger	X		Kenosha	News	X	
Erie	Times-News		X	LaCrosse	Tribune	X	X
Gettysburg	Times	X		Marinette	Eagle-Starr	X	
Harrisburg	Patriot-News	X	X	Milwaukee	Journal	X	
				Wisconsin Rapids	Tribune		X

it last raised rates in 1958, and its milline had dropped from \$5.68 to \$5.50 in the intervening period.

Are Discounts "Unrealistic"?

Another criticism of some discounts is that they are "unrealistic." One representative termed discounts as "phoney" that offer 10 per cent for 500 lines and "then go up to 11 per cent for 2,500 lines. Your real discount is 1 per cent, because few accounts run fewer than 500 lines a year." Then, too, some discounts, even without this rigamarole, are microscopic. For example, the Denver *Rocky Mountain News* offers a maximum discount of 4.5 per cent; the Escanaba (Mich.) *Press* and several other small Michigan dailies represented by Scheerer & Company, grant

only one discount: a little more than 4 per cent for 28,000 lines or more a year.

Some discounts are very restrictive. The Washington *Star* gives discounts only on full-page units, and knocks off 25 per cent for 40 pages or more. The Oklahoma City *Oklahoman-Times* has a similar policy; its maximum discount is 12 per cent for 52 pages. The Greensboro (N. C.) *News Record* gives a bulk discount only on the morning-evening combination, although either half of the combination may be purchased separately at the flat rate.

Effect on Rate Differential

In sum, discount structures will probably not have any marked

effect on the average rate per line paid for national newspaper space, since in total the restrictions and rate increases will neutralize many discounts. Consequently, the new discount structures will probably do little to narrow the gap between general and retail rates. According to the latest tabulation, the differential averaged 59.4 per cent for daily papers in 1959, about the same as the year before.

Publishers, incidentally, are a good deal more generous with their discounts to retail clients than to national. On the average, a 100,000-line annual bulk discount on the retail card will earn a discount of 31.5 per cent (morning papers are much more generous—35.2 per cent; evening papers a little more—32.4 per cent; all-day papers, rather less—28.1 per cent). A similar bracket under a national CID plan will normally earn about 15 per cent; a bulk contract in the 100,000-line bracket usually earns between 10 and 11 per cent.

An Encouraging Development

Despite the drawbacks, the consensus is that newspaper discounts are an encouraging development, and a considerable number of advertisers are using even the most rigid of them—the CID plans. The Louisville papers, for example, received 75 CID contracts from 45 accounts in the first year of operation. Some large advertisers have utilized Louisville or other papers under CID, including all the big three auto companies, Brown & Williamson Tobacco, Seagram Distillers, General Electric, Greyhound, and Ohio Oil, to name only a few. Furthermore, it is reported that a major advertiser intends to ask the CID papers for a joint presentation, in the expectation of constructing a newspaper campaign around continuity discounts.

If, as all segments of the newspaper industry hope, the discount movement succeeds in changing the thinking of advertisers about the role of newspapers in media strategy, and the discounts themselves become both more numerous and more orderly, then such presentations may become routine where today they are novelties. ■

Newspaper Groups Granting Discounts

CALIFORNIA

Associated Desert Newspapers of California
3 papers
Copley Los Angeles Newspaper Group
8 dailies; 18 weeklies

GEORGIA

Georgia Group
4 metro dailies

ILLINOIS

Central Illinois Group
2 metro dailies
Copley Northern Illinois Group
3 papers
Rock Island-Moline
2 papers

IOWA

Davenport-Bettendorf-Muscatine Group
2 papers

KANSAS

Central Kansas Group
3 papers

MONTANA

Montana Group
4 papers

NEW YORK

Newhouse Papers
3 papers
Westchester-Rockland Group
10 papers

NORTH CAROLINA

Piedmont PM Package
8 papers (incl. 1 S. Car.)

OHIO

Rowley Northeast Ohio Group
4 papers

PENNSYLVANIA

Mighty Midland Market of Pennsylvania
6 papers
Penn Group
33 papers
Western Pennsylvania
Hometown Dailies
10 papers

SOUTH DAKOTA

South Dakota Triple Market Group
3 papers

TEXAS

Texas Group
7 metro papers (incl. 2 optional)
Northeast Texas Market Group
4 papers
Rio Grande Valley Group
3 papers

WISCONSIN

Green Bay-Appleton
Interurbia Market
2 papers

NOTE: In this tabulation forced combinations in a single market are considered as one newspaper.

"The recognition method measures the ability of the advertisement to be memorably perceived, limited only by the medium's ability to expose it."

What "Readership" Studies Really Measure

By Sherwood Dodge

I BELIEVE IT WAS in the early part of 1955, in a smoke-filled room of the Uptown Club, that Ed Battey dropped a question into the laps of his fellow members of the PARM committee that has yet to be settled: "But what does the recognition method *really* measure . . .?"

In the ensuing months of hot debate, the committee members agreed upon working concepts sufficiently to get the PARM study underway. But lingering doubts still haunt some of the original group. Only this July the committee's technical director, Dr. Darrell B. Lucas, wrote in the *Journal of Marketing* of his misgivings as to

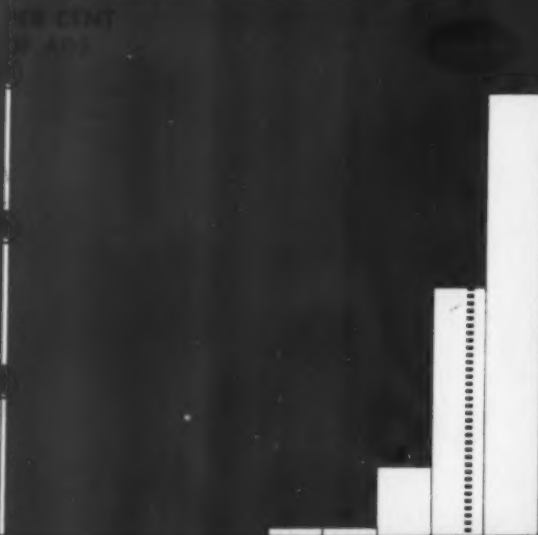
whether the recognition method really measures the behavior of the reader, his memory, or something else.

As often happens in the search for truth, light comes from an unexpected quarter. A few months ago I pulled from the Politz archives a two-year-old study, made for another purpose, which serves as a kind of Rosetta Stone for the understanding of the "readership ratings" we've been seeing all these years. Both the Politz organization and the *Saturday Evening Post* kindly consented to let me publish the findings.

If you will accept the following three statements of

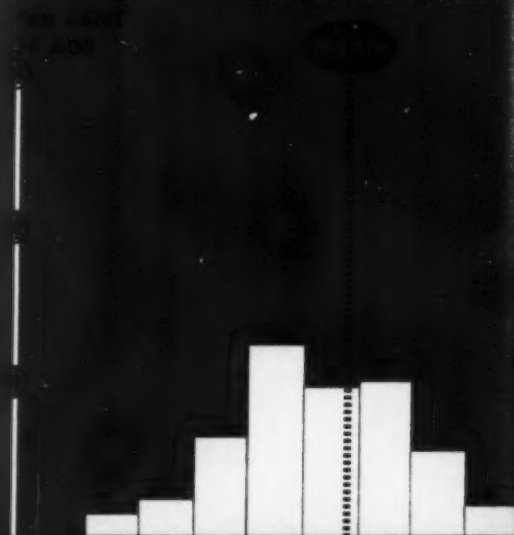
Sherwood Dodge was formerly chairman of the Advertising Research Foundation Committee on Printed Advertising Rating Methods (PARM), and was recently engaged in consulting work with Alfred Politz and the *Saturday Evening Post*. Last month he was made vice president and director of marketing of the toilet articles division, Colgate-Palmolive-Peet Company. He recently uncovered a two-year-old experimental study which was one of several made prior to the development of the original Ad Page Exposure study, done by Politz in 1958 for the *Saturday Evening Post*. The heretofore unpublished experimental study appeared to be of such general interest that the findings are summarized here.

Distribution of Ads by Exposure



per cent of issue readers exposed to the ad

Distribution of Ads by Recognition



per cent of issue readers who recognized the ad

what has to happen before a printed ad can be "recognized," we can get on with the research.

1. An advertisement has to be *exposed* to the person, or physically put in his field of vision.

2. The advertisement on the page has to be *perceived* by the person, with *at least* enough registration to let him determine whether or not he chooses to pay more attention at that time. (Such minimal perception may or may not be subsequently remembered.)

3. The advertisement has to command attention to a degree such that the person would subsequently *remember* the advertisement, when shown it in an interview.

Now for the study. In a carefully controlled experiment among 100 readers of the *Saturday Evening Post*, a pre-publication copy was submitted with the request that it be read prior to a next-day interview, in which opinions would be asked about its editorial contents.

The pre-publication issue had been treated with the glue-spot technique, so that a physical measurement could be made on whether or not each spread had been exposed.

The interviewer picked up this prepared issue the following day, and conducted questioning with a regular copy of the same issue. Page by page, the respondent was asked, "Did you see or read anything on this page?"

Record of Exposures

Omitting, here, the elaborate field controls, let's look at the actual record of exposures. On Chart I, above, you can see that no ad was exposed to fewer than 50 per cent of the readers, and that 89 per cent of the ads (57 plus 32) were exposed to more than 80 per cent of the readers.

(Under these special conditions, the number of pages exposed on a day of reading was somewhat higher than that revealed by the major exposure study for normal daily reading, though this difference has no bearing on the problem at hand.)

Chart II shows the recognition scores for full-page or larger ads, obtained the day following. Here we see that only 4 per cent of the ads were recognized by more than 80 per cent of the issue readers. The average ad was recognized by 59 per cent of the issue readers, when interviewed on the day following exposure.

We are now able to observe the way in which the responsibility of the medium and the copy writer relate to one another. Exposure is the responsibility of the medium. In a publication, an exposure takes place when a person opens the advertising page so that he can perceive the ad and its message.

Distribution of Ads by Recognition Exposure — Ratio



of issue readers exposed to the ad,
per cent who recognized it

Whether or not the ad is then perceived on a given exposure, to such a degree that it can later be remembered, depends upon the copy and layout of the ad itself.

Recognition Among Those Exposed

Chart III shows the extent of recognition based only upon those who were exposed. In other words, the responsibility of the medium has here been fulfilled; what remains is the result of creative effort alone.

Nearly a third of the ads were recognized by more than two-thirds of those who had been exposed.

Another third of the ads were recognized by fewer than half of those exposed.

The big variable in recognition measurement is thus not in the medium's capacity to deliver exposure, but rather in the copy writer's ability to make a memorable impression. All of the ads had at least the possibility of being recognized by 90 per cent of those exposed—that is, the score of the most impressive 12 per cent of the ads. In evaluating magazines as a medium, therefore, the top recognition ratings are a better expression of “par for the course” than medians or averages.

Analysis of scores by position in the book (first half vs.

last half, or by right vs. left hand pages) did not show any significant differences.

The conclusion indicated by these findings seem to me to be simply this:

The recognition method measures the ability of the advertisement to be memorably perceived, limited only by the medium's ability to expose it.

“Readership” is then a measurement of remembered behavior, whose usefulness rests on the premise that there is a significant relationship between the forces which cause a message to be recognized and the forces which contribute to attitude formation and buying behavior.

Some scholars have observed, from the findings of the PARM study, that if it were memory which was being measured, there should have been a more pronounced rate of “forgetting” as time lapsed between exposure and the interview. It seems to me this observation completely overlooks the fact that the longer the time lapse, the more opportunity for subsequent repeat exposure to the same or a similar message in the same or other media. Advertisers are at some pains and expense to make people *not* forget.

Whatever the case, it is my hope that we members of the old PARM committee, particularly Dr. Lucas, will now rest more easily. ■

In this interview, Richard P. Jones, media director of J. W. T. tells:

Where media research fits into the media department structure.

How media research contributes to decision-making.

Why media research must build continuing studies of media basics.

When media research should be equipped to give a fast answer.

Growing importance of media research forecasts in new-product planning.

How Media Research Sharpens Bu

MEDIA RESEARCH plays a constantly more important role in the media department of most advertising agencies. At J. Walter Thompson Company media research is an integral part of the total media buying process—despite the fact that the work is carried out by a separate group of professional researchers. To find out how this increasingly complex segment of agency service is handled, MEDIA/SCOPE turned to Richard P. Jones, the new media director of J. W. T.

"Media research," says Mr. Jones, "moved from the wings to center stage in our agency as a part of a general reorganization of the media department which accompanied the dynamic media developments taking place since the war." This reorganization was part of a coordinated, company-wide program. Its objective was to build a system of operation that could cope with the new marketing environment of the postwar era.

"In an attempt to relate better all agency functions to the new marketing needs, service departments have been integrated into the account group system," Mr. Jones explains. "Our media department as a whole is now organ-

ized to match the requirements of account group management; and within the media department, media research activities are now aligned to match. This has resulted in a much more significant role for media research—which, at one time, was a peripheral operation loosely organized on a catch-as-catch-can basis. Now it is the nerve center of our media analysis work.

"Under the account group system, the associate media directors have become (as members of the various account plans teams) a key source of information for the whole team (assuming greater responsibility in the areas of planning and account contact work). At the same time that their need to keep informed has been stepped up, so has their activity been increased on the account planning level. To make it possible for the associate media directors to fulfill this key role most effectively, media research has been developed as a service within their service."

At J. Walter Thompson, the associate media director—as a member of the account plans team—must keep himself informed of all pertinent developments in any area



Buying at J. Walter Thompson

that affects the media operation on the account. He is also responsible for keeping other members of the team (corresponding group heads from the copy, art, general research, programing, and marketing-merchandising departments) informed of any pertinent developments in media that may be of value in their special areas.

Responsibilities to Account Team

Then there are his specific responsibilities to the account team as follows:

1. To develop and present various media plans that can fit the marketing strategy.
2. To lead the discussion of pro's and con's in the process of evaluating possible media alternatives and selecting the best plan to use.
3. To execute properly the specific plan that is adopted.
4. To appraise performance continuously, and recommend any revisions or improvements as the plan is carried out.

In view of this large job assignment, the informa-

tional needs of the associate media director—and of key buyers who work with him—is large and never-ending, and this is where media research fits into the picture. It becomes a two-way communications system between the associate media directors and the media marketplace. It supplies this key member of the account team with a continuous feed-back of all changes in media that are pertinent to media planning.

The work is done by a media research group under the direction of Associate Media Director Jack Green, who reports to Mr. Jones, and Group Supervisor Irene Dunne. Within the group, are teams made up of senior media research analysts and assistants that work as a team on specific accounts. The senior analysts also have certain assignments related to specialized aspects of media research that may apply to several different account groups. The staffing of the group was designed to secure a balance of specialized skill and backgrounds in different media areas. Currently the senior analysts have an average of 12 years of advertising research experience—most of it in a particular specialty such as general print research, program-

...Buying at J. Walter Thompson



2 Tom Glynn explores problem further with Media Director Richard P. Jones, and Mal Remington, marketing-merchandising. At this meeting general media and marketing strategy are discussed.



3 Tom Glynn explains media objectives to his group which will assemble information to go into final media recommendation. Left to right: Thurman Pierce, senior space buyer; Irene Dunne, supervisor of media research unit; Tom Glynn; Mario Kircher, senior time buyer.

ing, ratings, or coverage analysis. With this group on tap, Mr. Jones can assure himself that his associate media directors are supplied with the most important tool of their trade, *information*.

Furthermore, the media research group is equipped to transmit information in highly usable form. It has its own staff of chartists, statistical typists, and tabulators. They expedite the work. And they are able to translate the work sheets into the types of charts or tables that are most useful to planners or buyers.

Strong Departmental Organization

"We believe," says Mr. Jones, "in having a strong departmental organization within the media department. Only in this way can we:

"1. Minimize the drains made by routine media paper work on the effective working and thinking time of the associate media directors and buyers.

"2. Maximize the amount of information that reaches them in an organized and analyzable form.

"We found, through an analysis of the man-hours involved in the planning and execution of just a simple spot television or radio buy, that so large a part of these man-hours was involved in the essential task of gathering and organizing the facts that buyers were unable to devote the necessary time to the vital functions of evaluation and decision-making. Because the buyer is now convinced that this part of the work can be handled in a highly skilled manner by the research group, it is possible for him to devote himself largely to the job which only he can handle.

"What we have is a *core* media research group. It is situated both physically and mentally at the very center of the media department. The media researchers are in hour-to-hour contact with buyers and associate media directors. They become familiar with the complete range of problems and decisions involved; and all types of questions—large and small, immediate and long-range—are fed to them. If the media researchers were part of the general research department, this would not happen. We want them to be exposed to all the information needs—





4

Broadcast aspects of the problem are discussed by the media research group which will provide basic information to the senior buyer to help determine television buys. Left to right: Helen Colton, research analyst; Mario Kircher; Irene Dunne; Lucian Chimene, broadcast coverage analyst; Jack Green, media research director.

5



Irene Dunne burns midnight oil exploring extensive media research files to line up material bearing on the problem.

not just those that are crucial enough to warrant the dictation of formal memos or research requisitions."

The work of the media research group involves continuing studies, major special reports, quick reports and informal checking on facts. Quick reports, for example, are required when a possible new network TV availability is suddenly uncovered.

Expenditures on this availability, if taken up, are very likely so great (perhaps one or two million dollars) that it will require the approval of the client's top management. This poses the problem of securing a complete and mature appraisal before other TV shoppers can snap up the buy. This appraisal must include an estimate of the possible effects on the current marketing plan—very likely in detail in key districts or problem areas.

The essential information has to be placed in the hands of the media director and buyers within a few hours after news is received of the availability. This requires fast work. It also requires certain continuing studies that set up a basic pool of data that may be needed for quick decision making.

Ratings and Coverage Sections

The ratings and coverage sections of the media research group maintain data that permit quick and accurate forecasts of:

- Ratings for all network time periods.
- Coverage appraisals for all station affiliates of each network.

Armed with this kind of quick information service, the associate media director can work with the programming group head to produce for the account group's consideration what might be called *instant evaluations*. And these will be complete reports on: audience potentials, coverage factors, and budget data.

"The coverage analysis section," says Mr. Jones, "was originally set up to solve a pressing time-buyer problem during the days of rapid TV growth. It was quite a problem then to keep up to date on the chain reaction produced by the addition of new TV markets. How far had a new TV market cut into the effective coverage and audience potentials of stations in older TV markets?"

...Buying at J. Walter Thompson

(Continued from previous page)

"The coverage unit was set up to track these changes. The buyer with the most experience and skill in these matters was detached from other duties; and he spent full time working with experienced research analysts in bringing order out of a chaotic flood of statistics from the various stations and rating services.

"The efforts of this task force were so successful that standards were produced for: coverage area definitions, TV home counts, local rating projections, allocation of advertising investments by territories. Clients adopted some of these procedures to use in their own sales and advertising budgeting work. Now the work has been extended to development of coverage definitions for all media on a uniform, compatible basis.

"The same task force has also produced a comparison of potentials of food and drug sales within the top 50 markets when defined on the basis of *city limits vs. standard metro areas vs. effective TV coverage areas*. This is a fairly simple comparison; but it shows some significant differences. It brings to light the full significance of the concept of defining markets in terms of media markets. And it gives our associate media directors the material they need to discuss this subject with other agency groups and clients, looking for possible ways to coordinate merchandising, promotion, and sales area definitions and activities more realistically with natural media market definitions.

"Studies of this kind make it possible for us to close some of the former *informational loopholes* in planning, and to reduce the *informational time lag* between the period of planning for a proposed advertising campaign and

the time when the advertising will appear. This latter objective is most important in new product planning.

"When you get involved in new product planning, it is not uncommon to have an interval of two years between the development of a media plan for a new product and the actual move into national media. In between are test market operations, and the build-up toward national distribution of the product. If the initial plan were based on one or two year media data, the media recommendations at the time of planning would be based on conditions four or five years behind the time at which the plan is actually to go into operation. So this forward planning type of work becomes a key part of media research work.

"In today's swiftly-changing marketing environment, media planners cannot afford to rely on statistics that have already become history. So, we place heavy emphasis on developing techniques for improved accuracy in forecasting media circulations and costs.

"The pioneer project in this area started five years ago. This involved the development of manuals on each of eight media fields. The manuals summarized what was currently known about each of the media in terms of:

- Coverage
- Delivered audience
- Cost structure
- Audience characteristics
- Audience costs
- Examples of how the medium was characteristically used by different types of advertisers.

"The manuals were helpful as a refresher course for old hands and as training aids for new people. But more important, the manuals focused attention on gaps in current knowledge. Explorations of unknown areas were touched off by these manuals, and these are a continuing part of media research activity.

Contacts with Media

"These studies bring J. W. T. media research persons into close working contact with the research departments of the media themselves. The work has become very beneficial to us, and apparently also to the researchers employed by media. We are able to help the media relate their work more closely to media planner and buyer needs; and we find that we are used with increasing frequency by media as a sounding board when they are working up new studies."

Major special reports of the media research group are usually concerned with requirements of one or another of the account groups. The vast majority of these have their roots in what Mr. Jones calls *media economics*. The purpose is always to relate projected costs to projected results. Admittedly J. Walter Thompson is a long way from answering the payoff question: "How many dollars will I need to sell a million people on my product, using copy platform Y in medium Z?" But, with the aid of a



Coverage data are processed on electronic equipment in J. Walter Thompson offices under supervision of Harold Olsen, tabulating (left); Lucian Chimeno, and Robert Wetmore, also a coverage analyst.



7 Media department at J. Walter Thompson has own chartists. Methods of presenting research material in most meaningful form are discussed by (left to right): Ann Dermody, chartist; Helen Colton, and Mario Kircher.

8

Proposed media plan is shown to Robert McDonald and Edna Snyder by Tom Glynn (standing) and Richard P. Jones (right). Chart describes distribution of daytime network TV commercials for various R. T. French products.



well-oriented and efficient media research group, it is making progress in breaking this huge problem down into more workable pieces.

One of the new J. W. T. approaches to this question is through an analytical technique that it calls the *brand share requirements* concept. What is done, is to compare plans involving alternative media mixes on the basis of the sales volume each plan would have to develop in various types of homes in order to break even on the cost of the advertising reaching these homes. This involves a preliminary calculation to determine the amount of advertising that would be delivered to the various types of *logical prospects* for the product involved. The sales volume needed to pay for this advertising is converted into an estimate of what this represents as the *brands' share requirement* of all purchases that will be made by these families. Relate this to the kind and amount of

advertising that the various family members will be exposed to,—and you have a basis for evaluating the strengths and weaknesses of each plan. This device permits the associate media directors, account men, and creative groups to avoid the language barrier of technical media jargon and media economics during their evaluations of the plans.

Persons outside the media department at J. Walter Thompson sometimes quip that "you can't tell media researchers from media buyers." This is the way Mr. Jones wants things to be. He believes that as increasing emphasis is placed on more media research data as an aid in decision making, there is a growing danger that agencies will become "numbers happy," and slide over some of the deeper, less tangible media values. The integrated media research group system, as worked out at J. W. T., he believes, is the answer to the problem. ■

Chicago Media Buyers Present Second Annual Awards To Reps



W. J. D'Alejandro



Ralph D. Dralle



Gregory A. Dembski



Howell J. Malham

THE CHICAGO AGENCY Media Group on January 26 presented awards to outstanding media sales representatives in the Chicago area for the year 1960. Reginald Dellow, vice president and media director, Grant Advertising, Inc., gave the awards in four media categories as follows:

1. Business Publications—to W. J. D'Alejandro, district manager in Chicago for *Steel*. A graduate of Kent State University in Ohio, Mr. D'Alejandro entered advertising as assistant advertising manager of the General Electric Supply Corporation in Cleveland. He then moved to Fuller & Smith & Ross in the same city as account executive on part of the Westinghouse industrial account. He joined *Steel* as an advertising representative, still in Cleveland; then moved to Chicago where he became district manager.

2. General Consumer and Farm Publications—Ralph D. Dralle, representing *Farm Journal* in Chicago, assigned to such leading farm advertising accounts as International Harvester, Ralston Purina, Morton Salt, Massey-Ferguson, Caterpillar Tractor, Monsanto Chemical, and Moorman Manufacturing Company. A graduate of the University of Illinois in agriculture, he represented Mid-West Farm Paper Unit for five years before joining *Farm Journal*. Born on an Illinois dairy farm, he has a farm of his own, and is active in farm affairs as well as in Methodist layman work.

3. Newspapers and Newspaper Supplements—Gregory A. Dembski, representative of Scripps-Howard Newspapers since 1949. Prior to that he was with Cresmer & Woodward,

and before that with the *Chicago Tribune*. He was educated at Northwestern and DePaul Universities.

4. Radio and Television—Howell J. Malham, representing John Blair & Company. Born in Havana, Cuba, of Assyrian parents, he came to the United States at the age of four, grew up in Chicago, was graduated from DePaul University. Mr. Malham, first worked for U. S. Steel in the industrial relations department; then moved to WWCA, Gary, Ind., as a radio time salesman; and to Blair in 1958. Active in a wide variety of civic affairs, he is proudest of his current work toward the establishment of a conference center for better education in broadcasting in the Midwest.

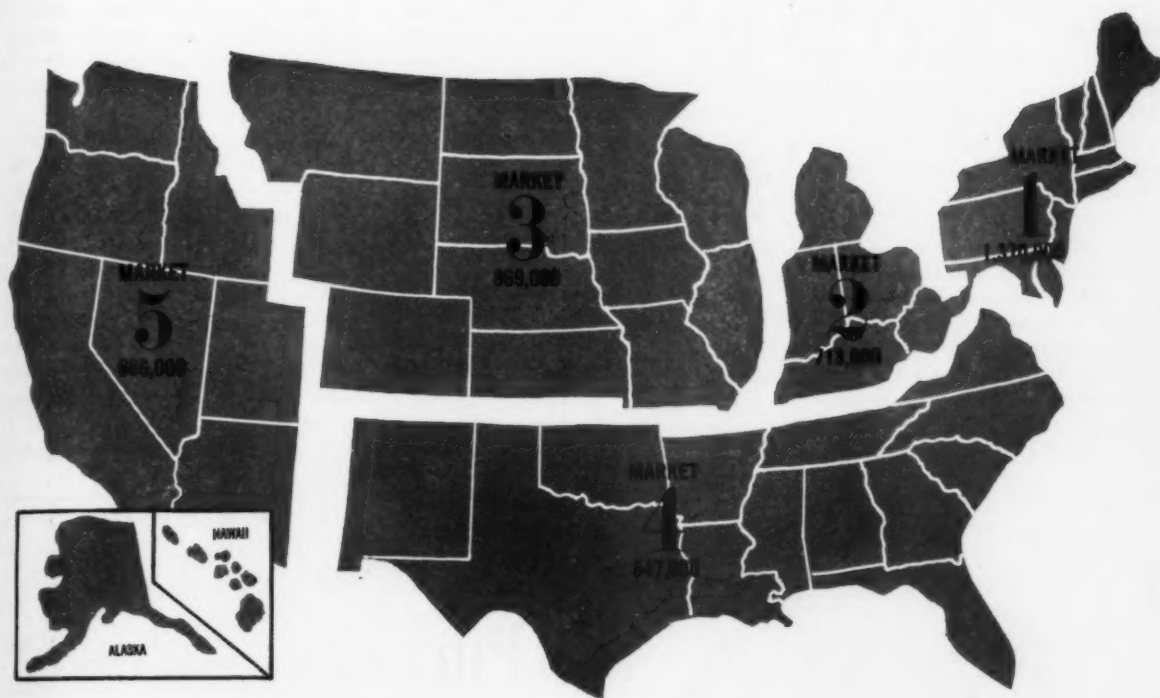
The awards were determined by mail ballots distributed to approximately 500 buyers in Chicago agencies. The buyers were instructed to vote for the representatives who were most versed on the objectives of the agency and client, and then fitted their media into the picture—to vote, on this basis, for the representatives who made the best contribution to a media proposal.

Principal speaker at the awards luncheon in Chicago last month was Leon Morgan, president of Buchen Advertising, who praised the representatives for their help and cooperation in keeping buyers "aware of what is going on in their field—new developments—what competitors are doing—what is new in distribution."

This was the second time the awards have been given. Last year's winners were: Robert Brulley, *Product Engineering*; George Adams, *Saturday Evening Post*; Edward Howard, *Sunday*; and George Adkisson, Peters, Griffin & Woodward, Inc. ■

Another Good Housekeeping First in the Women's Service Field!

"MATCH-A-MARKET" PLAN



5 REGIONAL EDITIONS

SPACE: Full pages, double columns, horizontal half-pages. B/W, 2 color or 4 color

BLEED: full pages free, 5% extra $\frac{1}{2}$ and $\frac{3}{4}$ pages

MARKETING AIDS: a variety of merchandising services

- Retail promotions
- Consumer Panel market surveys
- Hearst Trading Areas System of Sales Control
- Buyers Guide Listing

CONSUMERS GUARANTY SEAL: available to regional advertisers meeting requirements; provides unique sales power based on tremendous public confidence. 4 out of 5 women* are influenced in buying decisions by Good Housekeeping Consumers Guaranty Seal.

Share the prestige enjoyed by leading advertisers in the unique climate of confidence achieved only by Good Housekeeping.

*Crossley S-D Surveys

1 NORTH EAST
Full page, b/w...\$6,750

2 EAST CENTRAL
Full page, b/w...\$3,700

3 WEST CENTRAL
Full page, b/w...\$4,450

4 SOUTHERN
Full page, b/w...\$4,350

5 PACIFIC
Full page, b/w...\$3,550

Figures shown in each marketing region on map represent circulation base, March, 1961

GOOD HOUSEKEEPING
MAGAZINE AND INSTITUTE



©HEARST CORP. 1961

New York Planners Set Goals for Media Research

The New York Media Planners' January meeting discussed new directions for media research during the sixties. In some of the suggested areas, much has already been accomplished. But in most, the bulk of progress, if, indeed, it ever comes, lies ahead.

Guest panelist Martin Stern, associate research director, J. Walter Thompson, described some of the present goals of media research as: discovering more creative use of media and media mixes; determining effectiveness of such innovations as Hi-Fi preprints, network participation announcements, and regional magazine editions; isolating effects of the medium from copy; developing better test market techniques; investigation of the attention value of different media; effect of the vehicle on the message; and techniques to determine the most effective ratio of

dollars spent in media to those allocated to sales promotion.

On this latter area, interesting advice came from panelist Richard Paige, media manager of Colgate-Palmolive's household products division. Mr. Paige explained the client viewpoint which considers media advertising as one segment and promotion as the other segment of a total advertising budget. He pointed out that the media portion of this two part total often suffers when new competitive activity or new product introduction requires sudden increased promotion to achieve more immediate and more predictable results. He therefore asked agency understanding of the resultant sudden shifts sometimes made in media usage, as a requirement of marketing flexibility.

Depending on various factors, he said the media-promotion mix can

vary widely. He cited two product categories, with one having an 80-20 media to promotion ratio, and the other a 60-40 ratio. With tongue in cheek, he advised agencies when looking for new business to look for products with the larger media ratio, products that generally have the following characteristics: high profit margin, little brand loyalty, major product differences. Such products, he said, tend to lean on advertising more than promotion, compared to products with opposite characteristics.

Media panelists were Hugh Beville, vice president, planning and research, NBC, and Richard Ostheimer, director of research for *Life*.

Mr. Ostheimer reminded the group that the primary management demand for the coming decade will be a true measure of the output they can expect, in terms of increased profit, for their input in advertising dollars.

Many experts, he noted, say this can't be done. But, by breaking the problem into segments, he said, as an ARF model suggests, and working with each part separately, "we can avoid wrestling with a jellyfish."

(Continued on page 62)



FORT WORTH STAR-TELEGRAM

Amos G. Carter, Jr., Pres. & Nat'l Advertising Director

Robert B. Ray, Nat'l Advertising Manager

LARGEST COMBINED DAILY CIRCULATION IN TEXAS

without the use of schemes, premiums or contests
"Just a good newspaper"

26.5% of the Purchasing Power

IN TEXAS IS IN THE FORT WORTH

MARKET*

The Fort Worth Market Area, comprised of 100 wealthy West Texas counties, holds purchasing power unsurpassed by any other Texas region. Here is found the heaviest concentration of the "ability to buy" in the entire state—and ONLY ONE NEWSPAPER gives you the kind of concentrated coverage and pulling power you desire in a single advertising medium...The Fort Worth Star-Telegram gives you almost 40% family coverage daily in these 100 counties, with 87% daily in Metro Fort Worth alone.

Sources: Sales Management and ABC White Audit, 3/31/60

Media/scope, February 1960

PROFIT SQUEEZE

Ouch! Industry is feeling the pinch of shrinking net profits. What's the answer? Sell more ... or save more? Consider this: A 1% saving by the Purchasing Department can often add as much profit as a 20% increase in sales. Every dollar the PA saves is a dollar more profit (less taxes). No wonder the purchasing function is growing in importance. Today's PA has more say than ever on what and how much gets bought from whom. He leans more heavily than ever on the one magazine that helps him do his job better. Advertise in PURCHASING Magazine to squeeze more results from your advertising dollars.

PURCHASING MAGAZINE

Sells the man who buys

A Conover-Mast publication • 205 E. 42nd St., New York 17, N.Y.



Suit Yourself

Every advertiser wants to look his best on television, for he knows that how he looks to his vast audience can greatly affect his sales. And how he looks often depends on the kind of program he sponsors.

For instance, a western or a mystery may be tailor-made for one advertiser while a comedy or drama may bring the best results for another. In short, different advertisers require different types of programs—depending on their products and their marketing objectives.

But to *any* advertiser, the crucial test of a network's performance is: *How well is the network doing with the type of programming he wants to sponsor?*

The advertiser who applies this test will find that the CBS Television Network attracts the biggest average audience in every category of entertainment—as shown by these nationwide Nielsen ratings for all regularly scheduled nighttime programs (6-11 pm, Oct.-Dec. 1960):

	CBS	NET B	NET C
COMEDY.....	19.9	18.1	17.0
DRAMA.....	15.9	NONE	13.8
VARIETY & PERSONALITY.....	20.1	14.8	18.5
WESTERN.....	25.2	20.7	22.4
MYSTERY & ADVENTURE.....	19.6	18.3	14.5
NEWS, PUB. AFFAIRS, SPORTS.....	13.5	9.6	13.8
TOTAL NIGHTTIME.....	19.3	18.0	17.6

The CBS Television Network also wins the biggest average audience for *all* nighttime programs with *the most evenly balanced schedule in network television*—as shown by these percentages of network time devoted to various types of programs:

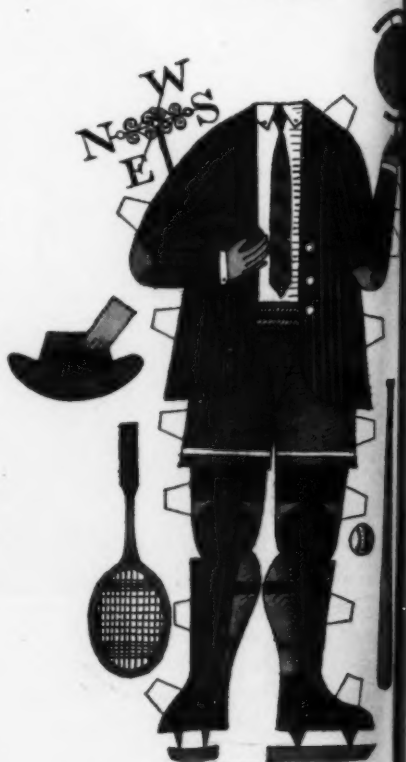
	CBS	NET B	NET C
COMEDY.....	25%	19%	9%
DRAMA.....	13	0	8
VARIETY & PERSONALITY.....	19	6	21
WESTERN.....	12	21	27
MYSTERY & ADVENTURE.....	20	47	25
NEWS, PUB. AFFAIRS, SPORTS.....	11	7	10
TOTAL.....	100%	100%	100%

This unique achievement of audience leadership and program balance gives advertisers their greatest assurance of success with the kind of program that suits them best. It also explains why for the past six years advertisers have committed more of their budgets to this network than to any other single advertising medium. They like our styles.

CBS TELEVISION NETWORK



COMEDY



NEWS, PUB. AFFAIRS, SPORTS



DRAMA



MYSTERY & ADVENTURE



VARIETY &

PERSONALITY



WESTERN

(Continued from page 58)

He then outlined the elements of the ARF model as: circulation, audience (whose measurement has been perfected by print media), exposure (on which much progress has been made), perception, message communication, and buying action.

Advertising's primary function, he said, is communication. Beyond that is consumer action, also dependent on numerous outside factors, from price to distributor efficiency. Therefore, he said, the major immediate challenge to media research is to develop a true measure of communication.

NBC's Mr. Beville noted these trends in network television buying:

- An even greater trend during 1961 toward use of minute participations, as against full program sponsorship, to gain flexibility, frequency, and cost advantage.
- An increase in sponsorship of specials, for prestige, merchandising, and purposes of sponsor identification.
- Greater emphasis on daytime, to take advantage of greater cumulative reach, as well as frequency.
- More emphasis on star personalities as personal product salesmen.

• Greater use of qualitative audience measurements.

On the latter point, floor discussion showed up a widespread misunderstanding of what is meant by "qualitative." Some media buyers believed the term includes demographic factors (age, education, income, appliance ownership, etc.). Others class such factors as an extension of "quantitative" data.

Spokesmen for the first group admitted they were not sure, but wondered if anyone knows whether the term "qualitative" shouldn't be limited to such psychological elements as motivation and attitudes.

The Planners' new administration is studying the possibility of moving future meeting times from their present 6:00 to 8:00 P.M. time period back to 4:00-6:00 P.M. Significantly, this places at least the start of meetings within working hours. Such a move, it is argued, might lead to greater recognition by agency management of the importance of the group's activities to its members.

Zeltner Heads New York Group



Herbert Zeltner, Media director, Lennen & Newell, is the new president of the New York Advertising Media Planners. Also elected last month were: Frank Gromer, Foote, Cone & Belding, vice-president; Jeanette Le Brecht, Grant Advertising, and William B. Hinman, Lambert & Feasley, for second terms as secretary and treasurer. Directors are: William E. Matthews, Young & Rubicam, chairman; Newman F. McEvoy, Cunningham & Walsh; William H. Schink, G. M. Basford; Max Tendrich, Weiss & Geller; Dave Wasko, Geyer, Morey, Madden & Ballard, and Julius Joseph, Jr., Castor, Hilton, Chesley, Clifford & Atherton.

CHURCHES • SCHOOLS • INSTITUTIONS • CHURCHES • SCHOOLS • INSTITUTIONS

THE
PROTESTANT
RELIGIOUS
MARKET



Comprehensively covered by

CHRISTIANITY TODAY

and offering you:

1. The best church coverage—180,000 ministers and lay leaders—all primary buying factors. . . .

2. The best readership—research indicates 81%—far beyond competition. . . .

3. The best educational and institutional coverage—reaching both the executives and board members individually. . . .

4. The best climate—you share CHRISTIANITY TODAY'S outstanding editorial prestige. . . .

Send today for brochure, "The Protestant Church Market" containing pertinent information, plus circulation analysis, rates and data on

CHRISTIANITY TODAY

Washington Building, Washington 5, D.C. DEPT. M



62 PERCENT OF DELAWARE VALLEY'S EFFECTIVE BUYING INCOME IS CONCENTRATED IN THE SUBURBS

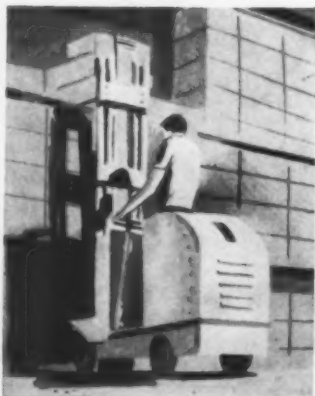
The Philadelphia Inquirer delivers your advertising to 30% more suburban adult readers than does any other Philadelphia newspaper.



Sources: 1960 Sales Management Survey of Buying Power; Continuing Study of Adult Newspaper Readership by Sindlinger & Company, Inc. based on over 50,000 interviews, 1957-59. (Summary of 1959 study available on request.)

Where would you r

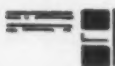
HOW "HEFTI-HANDLER" TRUCKS SPEED PRODUCTION — CUT COSTS



Hefti-Handler trucks are used to place equipment in a machine in a factory.

Hefti-Handler trucks are used to place equipment in a machine in a factory. They are used to place equipment in a machine in a factory. They are used to place equipment in a machine in a factory.

A Hefti-Handler truck is used to place equipment in a machine in a factory. They are used to place equipment in a machine in a factory. They are used to place equipment in a machine in a factory.



HEFTI-HANDLER INC.

You're advertising to the all-industry market.
Your campaign theme is **application and use** of
your equipment.

**In which all-industry publication will these ads
work best?**

There are three of them—all directed to "all industry"—primarily manufacturing. All are directed to individuals in "plant operating" functions. But only one offers your advertising the powerful advantage of a compatible editorial climate that *preconditions* the readers for your *application and use* sales approach.

Can you identify them from the brief description shown? Which one would you pick for your "applications and use" campaign? First read the descriptions of all three. *Then lift tape at bottom of page.*

EDITORIAL

READERS

EMPHASIS

run this ad?

PUBLICATION A?

Management approach to plant operations on a people, plants-of-tomorrow basis.

A wide group of individuals who administrate operation of a plant. Those in personnel/cost/production/inventory control as well as manufacturing and maintenance. Not necessarily way high up in management but a broad base across administrative and operating management.

Administrative type editorial reporting on dollars and cents, paperwork, plants-of-tomorrow approach. Management editorial covering people, buildings and methods areas, as opposed to emphasis on engineering and technical equipment editorial. More on ideas, equipment and management techniques.

PUBLICATION B?

Technical approach to plant operations on a practical how-to-do-it basis.

A concentrated group of individuals who direct the operations of a plant. Those directly in charge of manufacturing and maintenance . . . with engineering and managerial responsibility over equipment, materials, methods and systems used in line operations as opposed to staff operations.

Applications engineering type editorial reporting on applying and using equipment, materials, methods and engineered systems in operation and maintenance of a manufacturing facility. More engineered systems editorial incorporating related equipment and products as opposed to straight product reporting.

PUBLICATION C?

Technical approach to plant operations on a facilities-for-the-plant basis.

A narrower group of individuals who operate a plant. Those in engineering of buildings, yards, facilities, housekeeping, maintenance . . . but not in application-and-use engineering, such as manufacturing, production, industrial engineering or plant operating management.

Facilities engineering type editorial reporting primarily on construction, installation and maintenance of building, services, equipment — in that order of importance. More product type editorial reporting as opposed to materials, equipment, methods and systems engineered for use in all operations of the plant.

ANSWER: Of the 992 sales and advertising professionals who answered the question in a recent survey^o, 564 — 57% identified publication B as MILL & FACTORY.

If your equipment is "technical" you need the compatibility of MILL & FACTORY's engineering

type editorial. It reports on the application and use of equipment, materials, methods and engineered systems in the operation and maintenance of a manufacturing facility. MILL & FACTORY IS the publication where equipment application and maintenance advertising works best.

^oConducted by Ross-Federal Corp. Copy on request.

Procedures in Media Selection for an Industrial Client

PART I: HOW THE ADVERTISER MAKES DECISIONS IN BUDGETING

By Robert C. May

In this four part series, Robert C. May, sales promotion director, Automatic Switch Company, gives a complete analysis of what an industrial advertiser wants to know at budget time about media. The first part is concerned with budgeting procedure, the step-by-step process of building an advertising plan. Later articles will be concerned with: what the industrial advertiser wants to learn from his agency; what form of presentation the media plan should take; and what the industrial client wants to learn from the space representatives.

WHEN A MANUFACTURER PURCHASES a major piece of equipment he studies its construction, its operation, its applications. He diligently compares it feature by feature with other machinery available. In purchasing space in major media, he makes a decision often calling for larger expenditures than required for the machinery. Perhaps some manufacturers may assume that intuitive guesses or a "general feel" of the market are enough to justify the selection of a group of publications. Undoubtedly, most require factual information.

Since the industrial advertising manager is the individual who must first approve the media schedule, and then sell (or help to sell) this schedule to his manage-

ment, it is very much the business of the advertising agency and media representative to see that he is provided with this needed factual information. This information should be presented so that the advertising manager feels sold on the schedule himself. Only in this way can he effectively sell his media budget to the individual within the company who has the final budget approval.

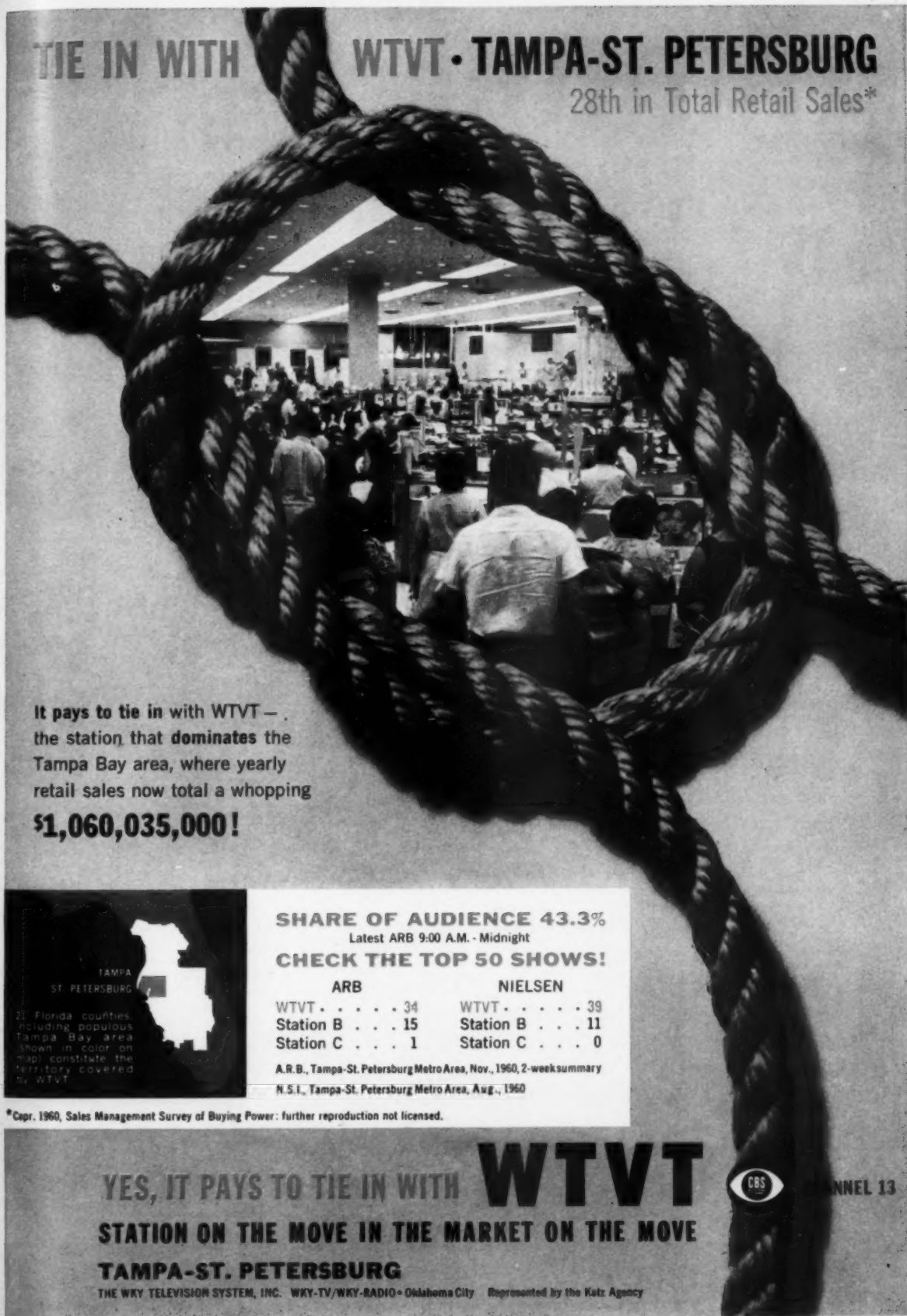
This series of articles is intended to do four things:

1. Show the progression of the media budget within a typical industrial company, so that agency space buyers and account executives, and media representatives are able to add to their knowledge about how a decision is made. (Continued on page 70)

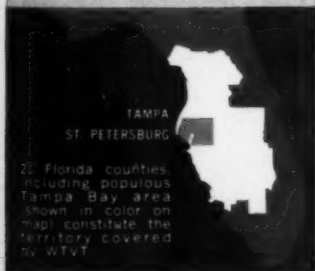
TIE IN WITH

WTVT • TAMPA-ST. PETERSBURG

28th in Total Retail Sales*



It pays to tie in with WTVT —
the station that dominates the
Tampa Bay area, where yearly
retail sales now total a whopping
\$1,060,035,000!



SHARE OF AUDIENCE 43.3%

Latest ARB 9:00 A.M. - Midnight

CHECK THE TOP 50 SHOWS!

ARB		NIELSEN	
WTVT	34	WTVT	39
Station B	15	Station B	11
Station C	1	Station C	0

A.R.B., Tampa-St. Petersburg Metro Area, Nov., 1960, 2-week summary

N.S.I., Tampa-St. Petersburg Metro Area, Aug., 1960

*Capr. 1960, Sales Management Survey of Buying Power: further reproduction not licensed.

YES, IT PAYS TO TIE IN WITH

WTVT



CHANNEL 13

STATION ON THE MOVE IN THE MARKET ON THE MOVE

TAMPA-ST. PETERSBURG

THE WKY TELEVISION SYSTEM, INC. WKY-TV/WKY-RADIO • Oklahoma City Represented by the Katz Agency

Boulder to GeA

The Voice of the Rocky Mountain Empire

★★

THE DENVER POST

HOME EDITION

Denver, Colo.—Climate Capital of the World

5 Cents, 60 Pages

Vol. 69, No. 149

Boom on Building Forecast for '61

By HARRY WALKER
Denver Post Staff Writer
What's the home-building outlook for Denver in 1961?

The newly-elected president of the Home Builders Assn. of Metropolitan Denver believes it is excellent.

Jerry Ehrhart, the new chief for some 600 builders, has his reasons for optimism:

- Vacant land which has been held off the market awaiting higher prices will "loosen up."

- Availability of new water and sewage facilities will zoom now that the "Blue Line" has been broken around the city's fringes by the Denver water board.

- Builders are "chomping at the bit" to resume the strides they set in 1959—and the labor supply is ample.

- Demand for medium-priced homes continues strong by newcomers in Denver's industrial expansion.

- The rental market is the tightest in three years.

- Owners of existing homes are beginning to remove the "blue sky" (padding) from prices they have been holding out for, unwilling to sell.

- The supply of mortgage loan funds is ample—at interest rates that appear to be holding stable at around 6 per.

Much of Ehrhart's optimism is garnered from Denver's high level of income during 1960—and the fact that many wage and prices automatically will advance Jan. 1 under labor agreements of recent months.

"It's a buyer's market right now," he said.

"I can't see any further price increases because the elimination of water and sewage problems will create some competition for a change," said Ehrhart.

Ehrhart emphasized he does not expect building of the area to boom at least during the first half of the year, but rather to enjoy a steady increase in pace compared with 1960, which he said was about 10 per. less active than in 1959.

Any government or congressional action under the new administration will affect the future of the industry in one way or another—but optimism prevails among its leaders throughout the country, he said.

Sales Director

Ehrhart, 43, vice president of sales for Hutchinson Homes the past eight years, has been active in the Home Builders group, having been secretary and a director since 1961. He

assisted in planning the 1960 Parade of Homes.

A native of Salida, Colo., he has resided in Denver since boyhood. He is a graduate of Denver University with a degree in chemical engineering. He resides with his wife and four children at 95 S. Cody Ct. in Lakewood.

Other officers elected by the Home Builders during the week were John Crawford, head of the Crawford Construction Co., vice president; Johnny Greene, of Bogue Building Corp., treasurer; and Keith Neville, Keith Homes, Boulder, Colo., secretary.

Besides the officers, members of the board of directors for 1961 include Gib Egan, past president; John Chapin, of Chapin & Grossman, Inc.; Bill Cook, of Burns Construction Co.; Sam Primack, of Perl-Mack Construction Co.; and Hazen Moore, of Larigo Building Co.

FOR 6TH MONTH

Crude Oil Output Up Again in State

For the sixth consecutive month, Colorado's production of crude oil increased during November. The Rocky Mountain Oil & Gas Assn. said the state's oil wells produced at an average rate of 132,359 barrels a day during the month, compared with a 131,886 mark in October and a 131,077 rate for September.

Daily average production for the first 11 months of the year was 129,800 barrels, which compares with a 127,255 daily mark

October. Thirty of these were dry holes, two were gas discoveries and two located new oil sources.

Discovery Wells

Roberts To Direct Big Project

By GENE LINDBERG
Denver Post Staff Writer

BOULDER, Colo.—This university city has been selected as the site of a multi-million-dollar scientific project, according to word received here Tuesday from the National Science Foundation, meeting in New York.

The scientific facility—the National Center of Atmospheric Research—will be financed by the federal government.

Dr. Walter Orr Roberts, director of the University of Colorado's High Altitude Observatory, will be director of the new center.

Dr. Roberts, one of the world's foremost astro-geophysicists, was chosen for that post last June when the decision to establish the research center was announced jointly by the National Science Foundation (NSF) and the University Corp. for Atmospheric Research (UCAR), a group of 11 large U.S. universities with graduate programs in meteorology.

At that time the site of the center was not picked, but from the start Colorado's favorable climatic and geographic location, along with nearness to the High Altitude Observatory (HAO) and the Boulder Laboratories of the National Bureau of Standards, made Boulder a strong contender.

According to word received from Denver and the office of Gov. Steve McNichols, the site of the center is a tract of 400 to 500 acres southwest of the Bureau of Standards Labs, and is being donated by the state.

Cost Spread

According to Don Daily, administrative assistant to the governor, construction estimates range from \$25 to \$40 million, spread over the next five years. It is believed about half the total cost of the center will be spent in the first two years.

Annual payroll and purchasing account of the center is expected to reach \$10 million yearly.

After his appointment in June, Roberts hired a small staff and began working on basic scientific problems concerning the center. The fact of his appointment pointed toward probable selection of Boulder. Officials of the University of Colorado had been urging this site ever since the proposal to found the research center first was announced a year ago.

This is an archipelago that has been proposed

PSC Seeks 52 Million Expansion

More than \$50 million new construction authorized by Service Co. of board of directors

"This new authorized to provide the company's expansion program in million," R. T. dent, said Wednesday.

45.5 Million

He said estimated expenditures for the year are \$45.5 million.

"This figure includes expansion owned facilities which will be of their respective

Person said. Included in the program is a 1,000-kilowatt power plant owned by the company.

Electric Service Co., Denver, Colo., will be increasing generating capacity to 1,000 kilowatts.

Cherokee

The largest construction project in the state is the Cherokee project, which will be completed in 1962 and will generate 1,000 kilowatts.

The Cherokee project is a 1,000-kilowatt power plant located in the north of the state.

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eAir Lab



PROPOSED FOR STAPLETON FIELD
The \$4 million hotel control facilities for Stapleton would be located atop the structure.

Se Mi oans

\$5 Million
Colorado revenue collections from all sources should total \$1.1 billion during the 1961-62 fiscal year, figures released by Gov. Steve McNichols showed Thursday.

Revenue collections for that fiscal year—which begins next July 1—are expected to be up \$2 million, or 2.8 per., over collections during the current fiscal year.

Receipts for the coming fiscal year are expected to be more than \$25 million more than actual revenue collections for the 1959-60 fiscal year, which ended last June 30.

Gov. F. Shea, state budget director, estimated that all forms of state revenue will increase in the 1961-62 fiscal year with the sole exception of the state property tax. The property tax will decline because of expiring building mill levies.

Shea estimated the state will have available for its general fund a total of \$87 million for the coming fiscal year.

State agencies have received almost \$100 million in operating expenses for the general fund, but the state will have \$85 million for general fund operations under the state budget.

Other agencies have received more than \$100 million for operating expenses, but the state will have \$85 million for general fund operations under the state budget.

The state will have \$85 million for general fund operations under the state budget.

WEATHER HELPS

Airport Work Jumps Ahead

By DAN PARTNER
Denver Post Staff Writer

Favorable weather has provided Denver with a head start on the \$10 million jet facilities construction program at Stapleton Field.

Tom Foster, project engineer, said Friday the work is two months ahead of schedule and major structures spanning Sand Creek, the Union Pacific railroad and U.S. Highway 70 may be completed by next September. These structures will carry the 11,500-foot north-south runway that will give Denver one of the nation's top airports.

Resurfacing the 10,000-foot east-west runway has been completed and its companion taxiway is scheduled to be finished by early spring, Dick Martin, Denver aviation director, said.

The entire program, started last summer, is slated for completion in the fall of 1962. The new \$7,800,000 strip will provide south-to-north take-offs over the open area of the Rocky Mountains.

Stock Show Due to Set Records

few papers anywhere cover their home city and trade area as effectively as the Denver Post

sell the nation's
3rd fastest growing
major market
through
one of America's
great newspapers

Editor and Publisher: PALMER HOYT
Represented Nationally by:
MOLONEY, REGAN & SCHMITT, INC.

CIRCULATION

Daily	262,462
Sunday	340,096
Empire Magazine and Comics	360,334

A. B. C. Publisher's Statement September 30, 1960

Rail Trips To West

Detour
Supporting structure for the runway over the UP tracks and U.S. 70 also are under construction. Smith Rd. will be closed to through traffic when the project is completed. Traffic on Smith Rd. will be routed north.

Tip-off
Judging is expected to attract 1,075 head with Herefords leading the list with 375 entries. Angus follow with 340 entries. Angus follow with 340 entries. Angus follow with 340 entries.

All stories in this advertisement are reproductions of news items which appeared in regular issues of THE DENVER POST.

... Industrial Media Selection ...

(Continued from page 66)



PLANNING is a constant process and a joint venture for Robert C. May (left) of Automatic Switch Company and Austin Lempit of Gaynor & Ducas, ASCO's agency.

2. Indicate what an industrial advertising manager would like to have in the way of basic information in order to feel justified in accepting the schedule—and in selling it to his management.
3. Suggest a form the presentation should take.
4. Point out ways in which the media representative can be most helpful to the industrial client.

Probably the best way to start is by describing our own operation.

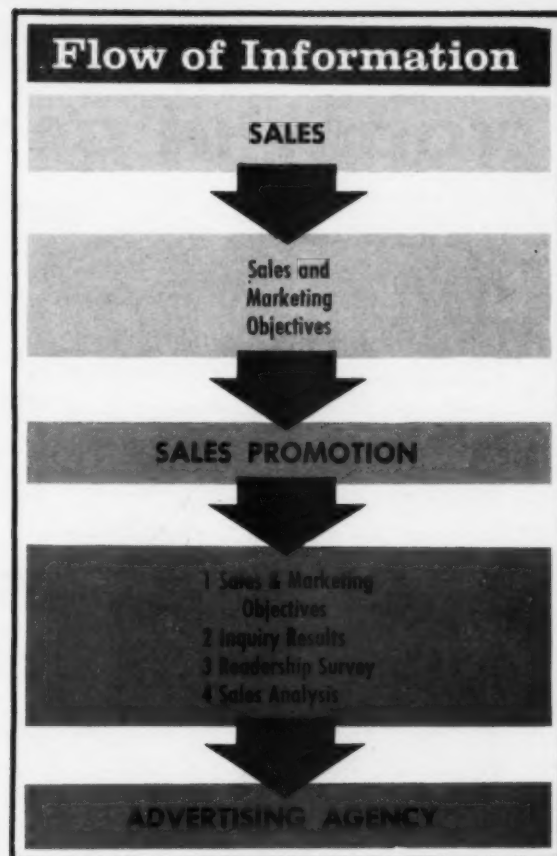
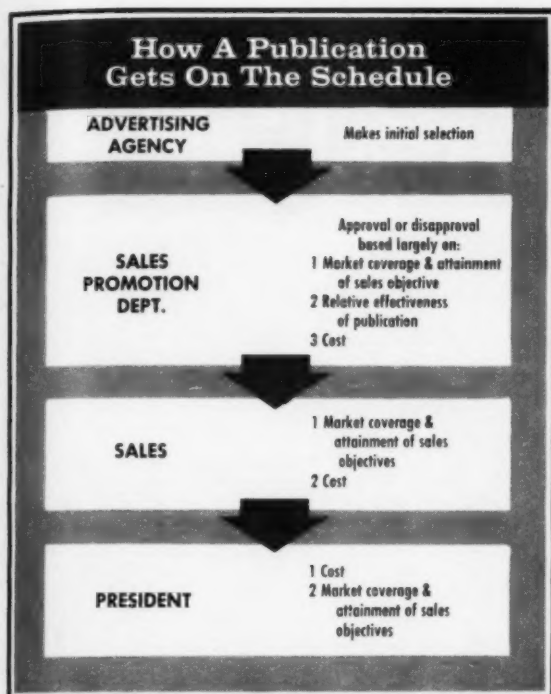
ASCO solenoid valves and electromagnetic control designed and manufactured by the Automatic Switch Company may be specified in literally hundreds of different industries. With this wide potential market, spanning many SIC categories, the problem of selecting the proper media for our trade paper advertising is complex and exacting. We cannot afford to neglect a major market. At the same time we cannot stretch our advertising dollars by reducing advertisement size. We must continually present a strong image—one befitting an industry leader.

Selection of media is one of the final steps in determining the sales promotional budget. Before media are considered, marketing objectives have been established, and these broad considerations have been interpreted in terms of each product's requirements.

Obviously, the best way from production to market is not always through trade publications. For example, when we must sell to a relatively small and select audience, individual presentations, sales kits, company-sponsored meetings or other such promotional means produce better results at a much lower cost than would a program of trade paper advertising. But while space advertising is surely not a panacea, it is a most important phase of promotion, and we consider selection of media one of the most important jobs we have to do.

How Media Decisions Are Made

At ASCO (and probably at most industrial companies), media decisions follow a fixed progression. Initially, sales objectives and markets are delineated by the chief sales executives with the assistance of the marketing research section. This information is turned over to the advertising agency, which is responsible for initial media selection. Supplementary information furnished the agency by the ASCO sales promotion department includes the cumulative results of our detailed inquiry analysis, readership surveys covering our own mailing list, and sales figures broken down by market and channels of distribution.



PROCEDURES in budgeting follow a fixed progression as shown in Flow of Information chart at right—followed by media selection sequence outlined in chart at left.

From the information presented, the agency is expected to submit a media schedule. Media decisions are reviewed and questioned or confirmed by the sales promotion department. After complete agreement has been reached, the media schedule and budget are incorporated into the complete sales promotional budget; the complete budget is then routed to the chief sales executives for approval. These executives are interested primarily in how we plan to attain the objectives they specified, and at what cost. They like to see the answers spelled out in detail. Normally, specific media selection is left to the sales promotion department and the advertising agency.

Final approval must come from the president, who considers media costs again as part of the overall sales promotional budget.

Questions about Budgets

Within our company then (and probably within many others) the media budgets (as part of the promotional budget) must be approved by three functions. Each function looks at the budget from a slightly different angle. Sales promotion considers the media selected with these three questions:

1. Will they accomplish the sales objectives and reach the markets specified?
2. Are the publications selected the most effective ones for doing the job?
3. Is the overall cost of the program reasonable—and will this cost be acceptable to management under existing conditions?

In their study of the media budget, sales executives will be primarily interested in question one and secondarily interested in question three, but will assume that question two has been satisfactorily resolved before the budget reaches them. The president is interested in questions one and three, but assumes that questions one and two have been resolved by sales and sales promotion. So normally, his chief concern is with question three, concerning cost.

To be accepted, then, the media schedule must—at least in our case—receive approval first of the advertising manager; second, of the chief sales executives, and finally, of the president. To obtain the approval of all these individuals, each media selection should be substantially buttressed by facts. Some of the facts that would be most useful is the subject of the second discussion in this series.

Mr. May's discussion in March will be entitled, "What the Agency Should Tell About Its Media Selections."

TODAY IN CANADA...



every household in North Bay will read **THE NUGGET**

will they get your sales message?

North Bay, the "Gateway," has become one of Northern Ontario's richest cities.

People in North Bay earn an annual personal disposable income of over \$65,960,000. Retail sales are now in excess of \$70,815,000 annually.

They're eager to buy. To sell them best, use The North Bay Daily Nugget, the only medium that

reaches *all* of the 40,700 people in North Bay!

Circulation 13,847 A.B.C. March 31, 1960

You get action when you advertise in
THE NORTH BAY DAILY NUGGET

A Southam Newspaper



The Southam Newspapers are:

THE OTTAWA CITIZEN
THE HAMILTON SPECTATOR

THE WINNIPEG TRIBUNE
THE CALGARY HERALD

THE NORTH BAY NUGGET
THE EDMONTON JOURNAL

THE MEDICINE HAT NEWS
THE VANCOUVER PROVINCE
(Published for Pacific Press Ltd.)

REPRESENTED IN THE UNITED STATES BY: CRESMER & WOODWARD INC. (CAN. DIV.), NEW YORK, DETROIT, CHICAGO, SAN FRANCISCO, LOS ANGELES, ATLANTA

SPECIAL REPORT ON AGENCY-MEDIA RELATIONS, Part 2.

How Do Representatives Regard Buyers of Media?

By Charles F. Adams *Executive vice president*
MacManus, John & Adams, Inc., Bloomfield Hills, Mich.

- ▶ Advertisers' influence a greater factor in buying of consumer magazines and trade papers.
- ▶ Agencies' influence a greater factor in buying newspapers, radio, and television.
- ▶ Representatives unanimous in wanting better information about advertisers' objectives.
- ▶ Advertisers found most difficult to see.
- ▶ Summary recommendations to improve communications, confidence, understanding.

IN THIS ISSUE and in January, MEDIA/SCOPE presents a significant study of the relationship between advertising agencies and media, or, more specifically, between the buyers of space and time in agencies and the media representatives. This relationship was considered to be so important, and so much in need of clarification, that the East Central Council of the American Association of Advertising Agencies last spring authorized a study on this subject in the Detroit area.

The study is detailed for the readers of MEDIA/SCOPE by Charles F. Adams, executive vice president of MacManus, John & Adams. Mr. Adams was director of media relations for the East Central Council when the study was decided upon, and it was conducted by the MJ&A research staff.

The first part of the study was presented in January MEDIA/SCOPE, and was entitled "How Do Buyers Regard Media Representatives?" It pointed out that 42 per cent of buyers believe salesmen make presentations too late, that 87 per cent favor giving salesmen more data on clients' objectives, and other interesting aspects of the agency-media relationship.

The Editor. (Continued on next page)

AGENCY-MEDIA RELATIONS . . .

(Continued from preceding page)

THE AGENCY end of the study was presented last month. Now, perhaps, MEDIA/SCOPE's agency readers would like to see themselves through the eyes of the media representative. Here are the verbatim questions and percentile replies of the salesmen:

How do you feel about the idea of media buyers setting aside some specific period of time during the day or week for salesmen to call on them without appointments, and to expect definite appointments at other times?

	Per Cent Of Salesmen
Approve _____	41%
Disapprove _____	55
Other opinions _____	3
No opinion _____	1

MEDIA SALESMEN apparently had divided opinions regarding this arrangement.



Most salesmen who approved had no specific comments to make. Many of those who disapproved, however, stated they felt the arrangement too inflexible, or too confusing, or preferred appointments.

What per cent of your agency contracts are made with specific appointments?

% of Calls	Cons. Mag.	Trade Publ.	Radio & TV	Newspaper	Total
100%	46%	8%	22%	18%	26%
75	46	50	44	43	46
50	8	25	12	18	15
25	—	17	22	21	13

MEDIA SALESMEN indicated they generally made appointments.

You will note that consumer magazine salesmen make it a more regular practice to make appointments than do salesmen for other media.

Listed below are people you frequently contact. After each type of individual please indicate the average number of minutes per visit that you spend waiting for them?

Minutes	Agency Media Buyers	Agency Account Execs.	Advertiser Adv. Excec.	Advertiser Management
0-15	81%	66%	77%	63%
15-30	8	15	10	9
30-45	2	3	—	—
45-60	—	—	—	—
Over 60	1	1	—	20
No reply	8	15	13	8
	100%	100%	100%	100%

MEDIA SALESMEN generally indicated a short waiting period.

One salesman evidently has been cooling his heels in agency lobbies!



Who do you feel has the most important influence regarding media buying for your largest ac-

(Continued on page 76)



\$6,260



AGENCY-MEDIA RELATIONS . . .

(Continued from page 74)

count? Please rank type of individual or the order in which you feel they influence your sales.

CONSUMER MAGAZINES

1. Advertiser — Management
2. Advertiser — Sales department
3. Agency — Account executive
4. Advertiser — Advertising department
5. Agency — Media buyer

TRADE PUBLICATIONS

1. Advertiser — Advertising department
2. Agency — Account executive
3. Agency — Media buyer
4. Advertiser — Sales department } tie
5. Advertiser — Management

RADIO-TV

1. Agency — Media buyer
2. Advertiser — Advertising department } tie
3. Agency — Account executive
4. Advertiser — Sales department } tie
5. Advertiser — Management

NEWSPAPERS

1. Agency — Media buyer
2. Advertiser — Advertising department } tie
3. Advertiser — Sales department
4. Advertiser — Management
5. Agency — Account executive

MEDIA SALESMEN indicated the degree of influence differed greatly by media.

The advertiser's influence appears to be a greater factor in the buying of consumer magazines and trade publi-



cations, while the agency's influence is a greater factor in the buying of radio, television, and newspapers.

Will you please rank from *most to least* the people who are most difficult for you to see?

MEDIA SALESMEN reported:

1. Advertiser — Management
2. Advertiser — Sales department
3. Agency — Account executive
4. Agency — Marketing and research
5. Advertiser — Advertising department
6. Agency — Media buyer

As responsibilities broaden, there apparently is less time available to see media salesmen.

Will you please rank from *most to least* the people you would most like to have at a full-scale presentation?

MEDIA SALESMEN reported:

1. Advertiser — Management
2. Advertiser — Advertising department
3. Agency — Account executive
4. Agency — Media buyer
5. Advertiser — Sales department

Do you find it easier to sell the highly departmentalized large-agency man, or the "jack of all trades" small-agency man?

MEDIA SALESMEN were divided on their opinions:

Large Agency Man	44%
Small Agency Man	47
Both	4
Other opinions	2
No reply	3
	100%

Main reasons for preferring large-agency men—more knowledgeable—more specific.

Main reasons for preferring small-agency men—one man to contact—makes decisions.

Listed below are some of the people media representatives call on. After each type of individual, will you please indicate what you like best and what you like least about that type of person?

MEDIA SALESMEN indicated some hesitancy in expressing their likes and dislikes about types of persons. Approximately 50 per cent to 60 per cent of the salesmen did not reply to the question. However, from replies that were received a certain pattern of likes and dislikes became evident.

ADVERTISER-MANAGEMENT

Likes

1. They have authority. 17
2. They are knowledgeable. 6

Dislikes

1. They are hard to see. 23

ADVERTISER-SALES DEPARTMENT

Likes

1. They are interested. 19
2. They are knowledgeable. 6

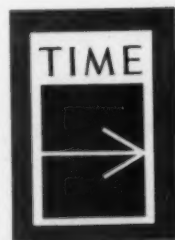
Dislikes

1. They are hard to see. 22
2. They lack knowledge. 9

(Continued on page 78)



\$4,780



AGENCY-MEDIA RELATIONS . . .

(Continued from page 76)

ADVERTISER - ADVERTISING DEPARTMENT

Likes		Dislikes	
1. They are interested.	15	1. They depend upon	
2. They are receptive.	13	agency.	15
3. They are knowledgeable.	9	2. They lack knowledge of	
		media.	11
		3. They have no authority.	10

AGENCY - ACCOUNT EXECUTIVE

Likes		Dislikes	
1. They are knowledgeable.	18	1. They are hard to see.	20
2. They have interest.	11	2. They are not interested.	7
3. They have contact with		3. They are insincere—	
client.	7	not frank.	7

MEDIA BUYERS (AGENCY)

Likes		Dislikes	
1. They have knowledge—		1. They lack authority—	
understanding.	24	influence.	18
2. They are easy to see.	8	2. They lack cooperation.	11
3. They are attentive.	8	3. They lack knowledge.	10
4. They are cooperative.	7		

AGENCY - MARKETING AND RESEARCH

Likes		Dislikes	
1. They are interested in new		1. They are too statistical.	12
material.	19	2. They are too abstract.	11
2. They are knowledgeable.	15		

AGENCY - CREATIVE PEOPLE

Likes		Dislikes	
1. No definite opinions.		1. They lack influence in	
		media buying decisions.	8

From the salesman's point of view, it appears that they have a hard time seeing the people they feel have the greatest buying influence and authority, and have an easy time seeing the people they feel lack influence and authority.

Have you found, in your experience, that in some instances you are put off by those who affect placement in your medium until such a time as it is too late for you to enter competition for the sale?

**I HONESTLY DON'T
KNOW ANYTHING ABOUT IT..**



	% of Salesmen
Yes	80%
No	20

% of Times	Number of Yes Answers
25%	52
50	15
75	7
100	3

MEDIA SALESMEN indicate this is often the case.

What solution do you think would be best to change this situation?

MEDIA SALESMEN indicate the following solutions:

	MENTIONS
1. Salesmen should make it their business to know.	12
2. More cooperation between salesmen and agency.	11
3. More frankness and honesty.	10
4. More realistic evaluation of media.	7
5. Situation can't be changed.	6
6. Media buyers should be better trained.	6
7. Buyers should devote more time to salesmen.	5
8. Better communications with key people.	4
9. Agencies could be better organized.	4
10. Better timing on part of representatives.	3
11. Agencies could be more objective.	3
12. No replies.	17

Regarding your selling presentations, which do you feel is most beneficial to your sale regarding a major account?

MEDIA SALESMEN indicated:

	Votes
Combination of	
Positive presentation — own medium	
Comparison — other media	53
Positive presentation — own medium only	47
Comparative Presentation	5
No answer	7
	112

Are you in favor of having media buyers keeping you more informed regarding individual advertiser's objectives and goals in order to avoid vagueness in presentations?

MEDIA SALESMEN unanimously replied YES!

Do you feel you now get enough background marketing information from agencies to help adequately in their problems?

MEDIA SALESMEN reported:

	% of Salesmen
Most of the time	22%
Some of the time	64
Not at all	10
Other	4

(Continued on page 80)



\$2,290



AGENCY-MEDIA RELATIONS . . .

(Continued from page 78)

Do you find when you have helpful suggestions to offer regarding market information and media scheduling that agencies are receptive?

MEDIA SALESMEN reported:

	% of Salesmen
25% of the time	18%
50% of the time	24
75% of the time	46
100% of the time	10
Others	2

How would you personally define those attributes which make a good media buyer?

RANK	ATTITUDE	NUMBER OF MENTIONS
1	Knowledge of client's business, problems, and objectives	64
2	Objectivity and open-mindedness	53
3	Honesty and integrity	37
4	Attentiveness	18
5	Ability to make decisions—decisiveness	17
6	Friendliness—Humility	15
7	Good judgment	12
8	Imagination	10
9	Inquisitiveness	10
10	Other attributes	Less than 10

How do you think your business relationship with media buyers could be improved?

RANK		NUMBER OF MENTIONS
1.	Buyers could give out more marketing and media information	22
2.	Buyers could be given more importance and authority in their jobs	18
3.	Agency people could be more open and frank in their discussions	13
4.	They have no complaints the way things are now	11
5.	Agency people could be more courteous, humble, and attentive	8
6.	Communications could be better between agencies and salesmen	7
7.	Agencies could be more open-minded about new media	6
8.	There could be more mutual confidence	5
9.	There could be less waiting time to see agency personnel	5
10.	Other suggestions	Less than 5

What are your feelings about entertaining the people you contact within the agency?

MEDIA SALESMEN reported:

	Number of Mentions
1. Makes for better understanding and friendship	48
2. Enjoyable	20
3. A necessity	19
4. Not important; not necessary	10
5. Fine, but too many free loaders	9
6. Lunching together saves time for agency people	2

RECOMMENDATIONS

The survey reveals one important area in the business relationship of agency people and media salesmen that can be improved, namely, *A need to establish better communication, confidence, and understanding between the two groups.*

The following recommendations to agencies were made after discussion of the findings with 20 media office heads:

TO IMPROVE COMMUNICATIONS

1. Display in your lobbies an organization chart of your media departments and a breakdown of the personnel responsible for buying each medium on each account. (This will give the media salesman a picture of whom he should contact, and give him an idea of how the media department operates.)

2. Have a receptionist in lobby act as intermediary to set up and clear appointments for salesmen with media buyers. Or provide a house phone in lobby connected with company operator so that salesman can make his own appointments with buyers.

3. Make it a practice never to keep a salesman waiting more than 15 minutes; unless he is advised that the wait will be longer, then tell him approximately how long.

4. Designate one individual (e.g. secretary to media director) to set up and arrange group meetings in advance for full-scale presentations, so that there will be no conflict with other meetings previously scheduled. The agency is in a better position to set up group meetings than are the salesmen.

TO IMPROVE CONFIDENCE

1. Be frank and honest in your dealing with media salesmen. If his medium isn't being considered for a program, tell him so—and why. If it is—or perhaps may be considered—tell him that too.

2. Tell media salesmen how they can work with you to sell logically this medium to a client. They'll work much harder for you when they know you're working with them.

3. Be courteous and attentive to what salesman has to say.

TO IMPROVE UNDERSTANDING

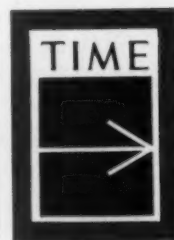
1. Tell salesmen as much of the advertiser's marketing and media objectives (as can be divulged) to help them slant their presentations to be of most help to you and your clients.

2. If you're busy and want to keep a salesman's visit brief, let him know. He'll understand. Don't keep him in the dark, and boil under the collar when you start getting the "full" treatment.

3. Tell salesman how you feel about his medium. Don't give him the "silent" treatment.



\$3,835



AGENCY-MEDIA RELATIONS . . .

(Continued from page 78)

Do you find when you have helpful suggestions to offer regarding market information and media scheduling that agencies are receptive?

MEDIA SALESMEN reported:

	% of Salesmen
25% of the time	18%
50% of the time	24
75% of the time	46
100% of the time	10
Others	2

How would you personally define those attributes which make a good media buyer?

RANK	ATTITUDE	NUMBER OF MENTIONS
1	Knowledge of client's business, problems, and objectives	64
2	Objectivity and open-mindedness	53
3	Honesty and integrity	37
4	Attentiveness	18
5	Ability to make decisions—decisiveness	17
6	Friendliness—Humility	15
7	Good judgment	12
8	Imagination	10
9	Inquisitiveness	10
10	Other attributes	Less than 10

How do you think your business relationship with media buyers could be improved?

RANK	NUMBER OF MENTIONS
1.	Buyers could give out more marketing and media information 22
2.	Buyers could be given more importance and authority in their jobs 18
3.	Agency people could be more open and frank in their discussions 13
4.	They have no complaints the way things are now 11
5.	Agency people could be more courteous, humble, and attentive 8
6.	Communications could be better between agencies and salesmen 7
7.	Agencies could be more open-minded about new media 6
8.	There could be more mutual confidence 5
9.	There could be less waiting time to see agency personnel 5
10.	Other suggestions Less than 5

What are your feelings about entertaining the people you contact within the agency?

MEDIA SALESMEN reported:

	Number of Mentions
1.	Makes for better understanding and friendship 48
2.	Enjoyable 20
3.	A necessity 19
4.	Not important; not necessary 10
5.	Fine, but too many free loaders 9
6.	Lunching together saves time for agency people 2

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TO IMPROVE UNDERSTANDING

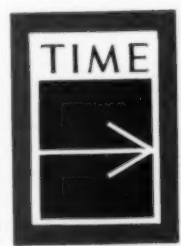
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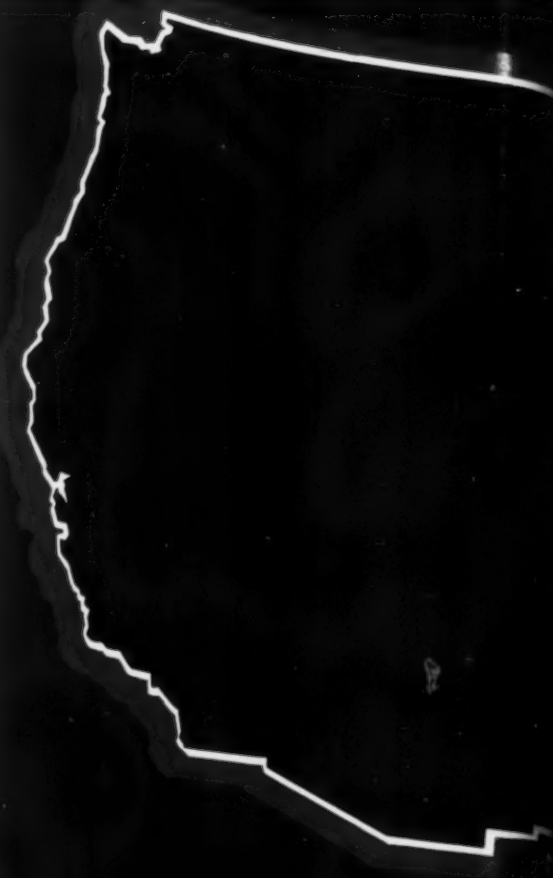
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\$3,835





NOW YOU CAN BUY THE BIG TIME

REGION*	CIRCULATION	PAGE B&W*	PAGE 4-COLOR*
Eastern	930,000	\$6,260	\$9,390
Central	710,000	4,780	7,170
Western	570,000	3,835	5,755
Southern	340,000	2,290	3,435
National	2,550,000	14,300	21,450

*Regional editions: full pages only

Call or write for details

New York	Rockefeller Center	Judson 6-1212
Boston	Statler Building	
Chicago	20 Providence St.	HUbbard 2-7377
Cleveland	221 No. LaSalle St.	ANdover 3-2860
	Hanna Building	
	1422 Euclid Avenue	SUperior 1-1212
Detroit	Fisher Building	
	West Grand & Second	
	Boulevards	TRinity 5-1212
Los Angeles	3424 Wilshire Boulevard	DUNkirk 5-8153
Minneapolis-		
St. Paul	Rand Tower	
	527 Marquette Ave.	FEderal 3-0478
Philadelphia	Girard Trust Building	
	1400 South Penn Square	LOCust 8-1212
Pittsburgh	Grant Building	COCurt 1-3525
St. Louis	Shell Building	
	13th & Locust Street	GEneva 6-1212
San Francisco	100 Bush Street	YUkon 2-5000

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ME MARKET... BY REGION

Starting with the issue of January 20, 1961—and every fourth week from then on—you can place advertising in TIME for any or all of the four regions outlined on the map above. Here is your opportunity for concentrated coverage of the nation's best customers in any combination you choose of America's four major marketing areas. Here and ready to work for you is the big, selective TIME selling power—with a new flexibility . . . new efficiency . . . new economy.

TO REACH INFORMED AND INFLUENTIAL U. S. FAMILIES WHO WANT THE WHOLE STORY OF THE WHOLE WORLD'S WEEK



The Industrial Space Buyer—



*He has his troubles now,
but a rosier future
lies ahead.*

Irwin W. Tyson is president of O. S. Tyson and Company, Inc. He says: "I was virtually born and brought up in this shop which my father, Oscar S. Tyson, founded in 1924." After graduation from Cornell in 1939, he joined the firm, and has been there ever since. He became president in 1958.

By Irwin W. Tyson

RARELY DO the fates deal kindly with me. But among the few boons they have bestowed, the greatest is that I am not required to earn my livelihood as an industrial space buyer.

This poor soul deals not with a nice homogenous mass called the Public; instead he must speak with authority about each of hundreds of publics. Will 963 foundry foremen in pot-belly stove plants constitute 90 per cent coverage? Shall we reach the instrument maintenance chief in a refinery with a petroleum book or an instrument book? Or with an electronics book? Or a management book? And just what are the reading habits of non-union carpenters driving nails into the roofs of \$28,000 homes in six

counties of Oklahoma? To be sure, these things can be researched, but when you are dealing with, say, a \$7,000 segment of a \$90,000 budget (for industrial space is absurdly cheap), just how much research is going to be financed by whom?

"Taint easy! And, like most rough jobs in this world, it doesn't get a man much glory. As it is likely to require mental effort to carry on a conversation with this industrial space buyer, the less we associate with him the safer our ego will be.

Let me suggest, however, that this buyer is going to grow rapidly in importance. A revolution is starting in industrial marketing. *Some big changes have taken place; I believe others soon will.*

Example. Industrial marketers are beginning to discover that advertising works. A group of 120 firms studied by Vernon Van Diver has, collectively, in the last decade increased by 59 per cent its percentage of sales invested in business paper advertising.

Example. Our own clients who were with us 10 years ago (all industrial) are now, as a group, spending just double what they spent in 1950.

Example. National advertising, of all kinds *other than business paper*, increased 93 per cent between 1950 and 1959. During the same period, business paper advertising increased

(Continued on page 86)

Advertising playback 30% men & 34% women!



And before the people interviewed were shown the advertisement—which was a four page, four-color gatefold, run by the California Redwood Association!

The readership check, made when this issue was only 2½ weeks old (by National Field Service, a division of Alfred Politz Research, Inc.), reported: seen by 69% of the men and 80% of the women interviewed; 6% of the men and 3% of the women had visited, or intended to visit, a dealer; and 20% of the women had discussed the advertisement with friends and neighbors!

Where did the ad run? In **SUCCESSFUL FARMING**.

SF is a medium that moves people. It is read, studied, kept, consulted, believed, followed—with respect and confidence that get advertising a better reception and response, make more sales.

This magazine's influence was earned by fifty-nine years of unique service to the country's best farm families. It is the work manual, professional journal, graduate course, of the intelligent and ambitious business man farmer. It is the valued aid of his wife, whose homemaking routines and problems are far different from the urban woman's.



SUCCESSFUL FARMING reports the rapid and revolutionary progress of farming—helps increase yields and profits, saves work, improves the investment of its farmer reader, helps him plan and meet changing conditions. It means money in the bank, a better home and life.

And it offers one of today's best class markets—farmers with an income about 70% above the national average.

Any SF office can tell you more.

SUCCESSFUL FARMING . . . Des Moines, New York, Chicago, Atlanta, Boston, Cleveland, Detroit, Los Angeles, Minneapolis, Philadelphia, St. Louis, San Francisco.



(Continued from page 84)

127 per cent. This, incidentally, was nearly double the growth rate of general magazines!

All this is no coincidence. It is part of the natural, inevitable encroachment of automation in the industrial selling process. Just as the supermarket has made the grocery clerk obsolete, so business paper advertising (along with modern printed and audio-visual aids) is making obsolete the smokestack-chasing and customer-service functions of the industrial salesman. Only thus can marketing management confine costly field sales pay rolls and expense accounts to the truly essential human function of closing the sale.

Now a word as to what I believe is yet to come.

Prediction. I expect a shakeout—and soon. The number of business papers has increased nearly 50 per cent in the last ten years. Some of the new ones and some of the old ones are likely to fold at the first hint of an economic recession. There just hasn't been a 50 per cent increase in the number of trades or job functions that can use business papers.

Prediction. The survivors will keep right on increasing their circulations. Many of my friends say business paper circulations are already inflated by publishers' desperate efforts to justify rate increases. I disagree, because this country's work force is rapidly changing from overalls to blue collars and from blue collars to white collars. We will (indeed must) soon have a far higher percentage of our population in the thinking occupations that require business papers. Has anyone suggested to the White House that a cut in business paper postage rates might be a cheap weapon in the cold war?

Jump in Space Rates

Prediction. Don't be surprised if business paper space rates double or even triple in the next 10 years—partly to support those economically sound circulation increases—partly to support editorial improvements essential to survival—partly to bring long overdue improvements in paper and

printing, but mainly because industrial marketers will gladly pay far higher rates to reach the buying influences they can no longer afford to reach by personal calls in the field. Most of our own clients, I am certain, would even today continue full schedules in their key books at double present prices. Don't expect them to admit this, but they know they couldn't afford not to continue.

All of these developments, actual and anticipated, point toward a more important role for the industrial space buyer. He is going to be juggling bigger numbers, and should, of course, find some correspondingly bigger numbers on his pay check. To earn this added responsibility and authority, he will have to develop sharper selection techniques. Respectfully, even timidly, I offer a few possibilities.

Publicity Staff Can Help

Possibility. Bend an elbow now and then with the boys on your agency's publicity staff. They get to know which publications will print verbatim any tripe a big advertiser sends them, and which publications do a thorough job of selecting, verifying, and editing feature material for their readers. We have found our own strong publicity department helps us get a better view of both sides of a publication—editorial and advertising.

Possibility. Pay closer attention to the quantity and quality of advertising in each book. To business readers, the advertising pages are at least as important as the editorial pages. A book that carries a lot of good advertising will be read and re-read far more thoroughly than one which doesn't.

Possibility. Increase your pressure on publishers to show proof of reader reaction to editorial content. All the circulation breakdowns and verifications ever devised show nothing more than who *could* be reading a book. Readership surveys show only who *claims* to read a book. But God bless the first man who can prove who *does* read his book. ■

RAB Board Chairman

Recently elected as chairman of the board of Radio Advertising Bureau is an energetic and public spirited gentleman from Omaha. He is Frank P. Fogarty, executive vice president of Meredith Broadcasting Company and vice president and general manager of WOW, Inc., Omaha.

His office at RAB, he says, is "a policy-making one," working with Kevin Sweeney, the operating head



Fogarty: "For golf lessons, I charge extra."

of the organization. Mr. Fogarty predicts: "The 1960's will witness a tremendous growth in radio—based on our observations of radio at the five points we operate, and on what I hear from other operators."

He joined Meredith in 1950 as general manager of WOW, having been associated before that with the general wholesaling firm of Paxton & Gallagher (groceries, hardware, appliances, and liquor). He moved up in the Meredith broadcasting group through his successful operation in Omaha in both AM and FM radio and television; and he is now the executive head of the Meredith chain of television and radio stations, with outlets in Syracuse, Kansas City, Phoenix, and Omaha—plus a radio outlet in Tulsa.

A great participater in local affairs, he has been president of Omaha Community Services, Rotary, Manufacturers Association, Chamber of Commerce, and has been actively associated with the governing boards of three universities; and is chairman of the Freedom of Information Committee of the National Association of Broadcasters.

As though these activities were not enough, he still plays golf, and shot his first hole-in-one last summer. ■

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mary 1961



"You come up out of the tunnel in Long Island City and the excitement and beauty of the city reach to you across the river. The UN stands there like a diamond of hope and you're really part of it. You're part of the center of the world."

New York is Mecca for the young and yearning — for world-beaters from all over the U.S.A. You hear the twangs and drawls in the booming voice of the city. You feel the booming city. The New York Times. In many, New York is The New York Times. It serves New Yorkers with the most news. It sells them with the most advertising. New York is The New York Times.



"EDITORIAL VITALITY"

Now there's a nice resounding phrase. Ever wonder what it really means? Doesn't it conjure up offices cluttered with gym gear and editors flexing muscles while dictating the latest from the "field"? Well, our Miller Freeman editors are pretty "vital," too, but they channel their considerable energies in somewhat different directions.

For one thing, they spend most of their time in the plants and offices and field operations of the companies in their industry. They talk to key men. They get the full story coupled to the general and technical news. And, they are abetted by our own circulation and advertising men whose combined long-time personal contacts give good access to news sources.

All three—editors, circulation men, advertising men—find it somewhat easier to do a job for you because their journal "home office" is strategically located for better service to readers and advertisers.

The result, we feel, is that an MFP book can be a bit more flexible in operation, a bit quicker on its feet to come up with the authoritative news and get it into print. Further result: our advertisers like having their own copy running along side this kind of editorial material. Call it what you will (even "editorial vitality"), it seems to work for us and our clients. Try it.

MEASURED TO MARKET Coverage-Content-Cost

PULP & PAPER • PULP & PAPER
INTERNATIONAL • CONSTRUCTION
WORLD • THE LUMBERMAN • THE
TIMBERMAN • WORLD WOOD •
MINING WORLD • WORLD MINING
• CLEANING AND LAUNDRY AGE •
SEA & Pacific Motor Boat • PACIFIC
FISHERMAN • PACIFIC LAUNDRY
& CLEANING JOURNAL •
WESTERN BAKER



MILLER FREEMAN PUBLICATIONS

San Francisco • New York • Chicago
• Seattle • Cleveland • Vancouver,
B. C. • Los Angeles • Atlanta •
Portland, Ore. • London, England •
Cologne, W. Germany

New Words to Conquer

IN A RECENT Publisher's Notebook item in MEDIA/SCOPE entitled "New Words To Conquer," it was stated, "Advertising men are talking a new language these days—the language of the research specialist." There was appended a list of research terms and phrases, with the suggestion that advertising men learn what they mean. One of MEDIA/SCOPE's readers, Mitchell S. Fromstein of Fromstein & Levy, Milwaukee, checked some of the terms and said he would like to know what they mean. The terms checked and their definitions are given below.

Factorial Analysis.—Method of extracting, statistically, primary or underlying factors from a larger set of test scores measuring distinct but interrelated activities.

Multiple Correlation.—A statistical measure of the degree to which each of several variables changes together with some objective criterion.

Unstructured Interviews.—Information-gathering procedure (personal or mail) in which questions are designed uncategorically, that is, with no specific hypothesis in mind. Such interviews are sometimes employed when indications, or suggestions for future hypotheses, are sought by allowing the respondent to "fill in the details" to some broadly stated question with any information he cares to provide.

Projective Device.—A stimulus containing vague or ambiguous situations (object, illustration, etc.) in which a respondent is asked to state what is perceived. The assumption behind this is that the subject "projects" or attributes to the outside world many of his own feelings and motives.

Sampling Interval.—Proportion of sample size to the total universe being sampled. Used in drawing sample from the universe.

Area Probability.—Sampling area was developed in 1938 by the Bureau of Agricultural Economics and follows the procedure outlined below:

Sample towns, cities and counties are selected randomly.

Relatively large area segments, or groups of city blocks are selected on a probability basis within each of the above-mentioned units.

All units in the population within these area segments are listed by the interviewer.

A probability sample of the units in the population is then selected.

Halo Effect.—The tendency to rate an object or person high or low on all variables as a result of his being high or low on only one or a few of the variables involved.

Paired Comparison.—A method of ordering a number of items in terms of some criteria, by having subjects compare each item to every other item.

Acculturation.—This term may be properly used to describe the changes which occur when members of one culture adopt customs of some other culture.

Affect Research.—Research which investigates the feeling or emotional element of experience; the "I like" or "I dislike" aroused by something or someone.

Confabulation.—The sincere and honest substitution of fantasy for forgotten material.

Apperception.—Cognitive awareness; the individual's realization or awareness of what is going on in his mind or the content of his mind.

Closure.—The attempt to complete or finish wholes which an individual perceives as incomplete or acts which he has left unfinished.

Randomize.—To establish a sequence of items, events or observations in which there is no regular discernible pattern of occurrence.

Sentence Completion.—Completion of an unfinished sentence; i.e., adding words to express a complete thought.



PHOTO BY CORRY

Concentrated COVERAGE where it counts...

With competition increasing and profit margins narrowing it becomes ever more important to exert the most powerful influence on buying decisions in the 3 great markets of New York, Chicago and Philadelphia — Concentrated COVERAGE where it counts most.

These are the pivotal markets where pre-selling of millions of heavy spending customers through adequate advertising combines with the mass sales volume of giant self-service super markets to produce over 17% of all U. S. Food and Grocery store sales.

In these compact, most profitable markets where the family coverage of General Magazines, Syndicated Sunday

Supplements, Radio and TV thins out, *there is no substitute* for FIRST 3 MARKETS' dominant 54% COVERAGE of all families.

Further, in 227 Industrial North and East counties — which account for over 27% of total U. S. Food and Grocery store sales — FIRST 3 MARKETS GROUP delivers an audience of 44% of all families.

Don't be satisfied with merely advertising in regional portions of thin-coverage "national" media, or in lesser coverage media in the top markets — Concentrate COVERAGE where it counts... with FIRST 3 MARKETS GROUP.

THE GROUP WITH THE SUNDAY PUNCH



ROTOGRAVURE • COLORGRAVURE

New York Sunday News Coloroto Magazine

Chicago Sunday Tribune Magazine

Philadelphia Sunday Inquirer "Today" Magazine

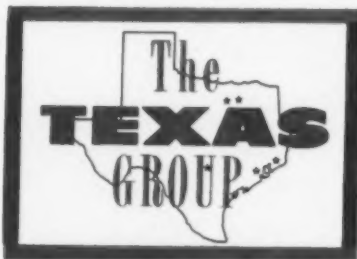
New York 11, N.Y., News Building, 220 East 42nd Street, Murray Hill 7-4894 • Chicago 11, Ill., Tribune Tower, Superior 7-8843 • San Francisco 4, Calif., 155 Montgomery Street, Garfield 1-7948 • Los Angeles 5, Calif., 3480 Wilshire Boulevard, BUchik 5-3557

Media/scope, February 1961

1,068,855
CIRCULATION
DAILY

SELLS THE VITAL TEXAS
MARKET AT DISCOUNTS

TO 23%



- ★ Beaumont Enterprise and Journal
- ★ Corpus Christi Caller and Times •
- ★ Dallas Times Herald
- ★ El Paso Times and Herald-Post •
- ★ Fort Worth Star-Telegram
- ★ Houston Chronicle
- ★ San Antonio Express and News
- (optional)

REPRESENTED NATIONALLY BY THE
BRANHAM COMPANY

WTRF-TV STORY BOARD



T. R. Effic I

A pretty southern gal in a low-cut dress met her beau who told her he liked her gown. "She 'nuff?" she exclaimed. Blushing, he said, "She 'does!"

wtrf-tv Wheeling

Overheard in a Hollywood night club: "You and your suicide attempts . . . did you see our gas bill this month?"

Wheeling wtrf-tv

A naval destroyer is a hula hoop with a nail in it?

wtrf-tv Wheeling

The Wheeling-Steubenville Industrial Ohio Valley dominated by WTRF-TV from Wheeling ranks 34 on the Agency List of Top 100 U. S. TV Markets. Good buy? . . . better buy! Ask George F. Hollingbery.

Wheeling wtrf-tv

Before his death, the operator of a filtering plant willed his brain to a scientist. Although the scientist was sad to hear of the man's death, he was overjoyed to get his brain. After all, it was the scientist's first chance to see a filtering man's thinker.

wtrf-tv Wheeling

Ad in local paper: Friend with a very small sports car is looking for someone else with a very small car . . . object? . . . to share parking meter.

Wheeling wtrf-tv

WTRF-TV's promotion man, Jim Knight, copped another big NBC Promotion Award for WTRF-TV. With top ratings, awards, and big results for advertisers, you have just a few of the good reasons why WTRF-TV is a TOP TV MARKET BUY! Oh yes, and even a merchandising plan.

CHANNEL
SEVEN

NB

WHEELING,
WEST VIRGINIA

TECHNIQUES

How Bankers Use Radio

Survey among 125 banks shows heavy usage, concentration in morning rush hour.

A UNIQUE LOCAL POINT OF VIEW on radio was developed in a survey among fellow bankers made by Raymond F. Blosser of the Union Commerce Bank in Cleveland, Ohio. Mr. Blosser questioned 125 of the largest banks who are members of the Financial Public Relations Association on this subject. He received 74 replies; and reported to the association at its meeting in Boston on the way 59 out of the 74 who use local radio make use of the medium.

The bankers' eye-view of radio, according to this survey:

1. Large users of radio use it heavily. They avoid dabbling in the medium. Two-thirds of the bankers who use radio, use at least half of the stations in their area.

Most favored commercial length is one-minute (with more than two-thirds of the radio users employing one-minute spots).

And a majority of the banks that use radio are in it for program sponsorship (usually news programs).

2. Rate cards are broken by three out of every 10 local radio stations. Two out of 10 are said to "shade" rate cards. One out of 10, according to the bankers, might as well not have a rate card.

3. Time of day for radio, say the bankers, is morning and evening rush hours—with the morning rush hour considerably more popular than evening. Nine out of 10 bankers pick the morning rush hour as the time they want.

4. Buying techniques vary, but a most common practice is to saturate the rush hour time with commercials for one or two weeks in a row on one station, then move to another station in the same market, then to an-

other station. The bankers are after saturation with reach on relatively low radio budgets.

5. Radio is a supplementary medium to the bankers. None of the radio users named radio as their most important medium. They rated the media in this order: daily newspapers, television, radio, outdoor.

Newspapers rated first because of the impression that they deliver more wanted audience per dollar. High costs of television are cited by the bankers; and they believe that newspapers are best for telling a complete story to the better-educated audience.

The bankers using TV differ with their brethren, claiming that TV delivers the lowest cost per thousand in their areas. Those who favor TV say that it is particularly productive for loan-type advertisements.

6. Few bankers are interested in FM, but its few users are enthusiastic about it. Those in favor say: "Good reaction from high grade audience." Those opposed say: "Concentrates on higher intelligence audience—but not necessarily richer one."

INDUSTRIAL NEWS

3 PAPERS — 3 ZONES

for bullseye coverage
of 14 Western States

FOR DATA FILE — WRITE
P. O. Box 3631
Los Angeles 54, Calif.

Metropolitan OAKLAND ** is on the move*

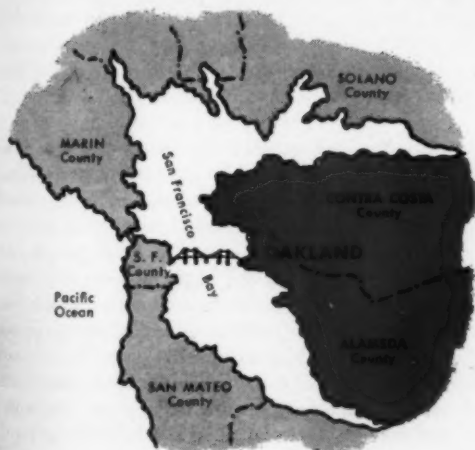
IN AUTOMOTIVE SALES!



1950 - \$206,124,000

Source: 1950 Sales Management Survey of Buying Power

1959 - \$297,049,000



The greater East Bay (Oakland) area is an entirely separate market from the West Bay (San Francisco) area ... with different local editorial interests.

...And the **FACTS** prove that **ONLY** the **TRIBUNE** really covers this separate Market (Alameda and Contra Costa Counties) Northern California's largest population center.

* For full particulars on this fast growing market, call the nearest Cresmer & Woodward office for your copy of the BRIGHT SPOT...or write to Advertising Director, Oakland Tribune, Oakland 12, California.

Oakland Tribune

NATIONAL REPRESENTATIVES: Cresmer & Woodward, Inc.
SUNDAY COMICS: Metropolitan Sunday Newspapers, Inc.

Largest Home Delivered Circulation in Northern California!

Media/scope, February 1961

Franchise Circulation

- ☐ WHAT IT IS.
- ☐ HOW IT STARTED.
- ☐ HOW IT WORKS.

By Howard G. Sawyer

FRANCHISE CIRCULATION, as a term, is a registered trademark (see below).

Franchise circulation, as a method of magazine distribution, is not fully understood by the advertising fraternity.

Over-simplified: franchise circulation (or "distribution paid," as some call it) is a means of distributing magazines from publisher to recipient through a third party who performs the functions of furnishing the names of the recipients and paying for the privilege of having the magazine sent to those names by his "courtesy."

The third party is usually a distributor, jobber, wholesaler or other form of "middle man" in the distributive process. Actually, it could be anybody in a position to know who the local buying influences are

and to whom it would serve a good purpose to "sponsor" the magazine. It could be a utility, a used machinery dealer, a service organization, for example.

Proponents of this type of circulation suggest a number of advantages.

Merits of Franchise Circulation

The "franchise-holder" should know better than the publisher which, in his neighborhood, are the plants which are good buyers and who, in those plants, have the "say" in purchasing. An industrial distributor salesman, for example, calling every day in the plants in and around Jonesville, could not be improved upon as a source of names in the community and as a constant and dependable means of becoming aware of any changes.

Some persons responsible for or influential in certain types of purchase are rather elusive to the nor-

mal methods of list-building. Titles, in many cases, are meaningless or deceptive. The "middle-man's" (franchise-holder's) personal acquaintance with each plant's system and personnel assures a high degree of qualification of recipients.

This is as true of plants as it is of people. The man on the scene knows which establishments promise business and which, in spite of outward appearance, are not good prospects. New plants, new people, are investigated right away (it's important to the middle-man for his own sake), and eligible names are passed on to the publisher.

The franchise holder contributes money toward the cost of distributing the magazine. He is willing to do this because (1) it creates good will for him; (2) products his shop carries are advertised therein; and (3) he gets his own advertisement in the copies distributed in his area. Because of the investment he must make, he is inclined to be selective in

Mr. Sawyer is vice president for marketing services, Marsteller, Rickard, Gebhardt and Reed, Inc.



ORAL HYGIENE magazine originated the "franchise circulation" concept in 1911. This is Vol. 1, No. 1 cover of that magazine.

lation finds them, authenticates their influence on purchases, and keeps track of their moves."

The "franchise circulation" concept came into being in 1911. By coincidence, then, this discussion commemorates the fiftieth anniversary of the first issue of *Oral Hygiene*, a magazine which reaches practicing dentists and the wholesale and retail dental trade. While no one knows for sure that the January 1911 issue of *Oral Hygiene* was the first to use this middle-man system of finding qualified recipients, the founder of the magazine, Linford Smith, is popularly credited with having had the idea first.

Straight Talk From Publisher

The maiden issue carried a statement headed "Some Straight Talk from the Publisher," saying in part:

"In our capacity of dealers in dental goods we are naturally interested in any movement that promises to be of benefit to our customers. Our success is contingent upon your success.

"The tremendous expense we are incurring to issue a magazine devoted to the *Oral Hygiene* propaganda represents a quality of altruism which we are sure will be looked upon with favor by those to whom the magazine is mailed.

"If the wide publicity we shall give this subject by sending a copy of the magazine each month to every dentist in our territory benefits humanity, and at the same time creates a demand for more dental work, it will be no more far-reaching than we anticipate.

"If an increased demand for dental work means an increase in business for us, we believe any fair-minded man will feel we shall have amply earned any degree of prosperity that may develop.

"A degree of altruism that is of benefit to humanity and that results in a profit to all concerned is ideal.

"We have felt the need of a magazine of our own ever since we have been in business. Not the kind of a

(Continued on page 96)

his list-building, and will pick plants and names which he is reasonably sure will do *him* some good, as well as the publisher and the advertisers.

Lists can be corrected much more often by this means. The middle-man's salesman, in continuous personal contact with the local market, hears about changes as soon as they occur, and can promptly report name, title, and address corrections so that they become effective with the magazine's next issue. This contrasts with the relatively lower efficiency of the publisher who sells subscriptions (and hence can be certain of reaching only those people who care to subscribe) and has to rely upon a communication from the subscriber when

there is a change in title, job function, or company . . . and of the publisher who "verifies" his list only periodically (which may mean as infrequently as once in every three years).

Theoretically, the contents of such a magazine—editorial and advertising—should be closer to the interests of the recipients, because the middle-men have selected those individuals to whom the contents of the magazine *should* be of interest. Other publishers, more remote from the scene of the buying action, would have less information on exactly what the recipients *do*.

Thus (as one publisher's promotion puts it), "Franchise-paid circu-

Whether you sell nationally or regionally...
...these success stories show why.

LOOK



Look National
(Includes Hawaii & Alaska)

ELGIN WATCHES

"We introduced our new Elgin wrist watches on an exclusive basis in LOOK Magazine last year, and our sales shot up so far that we had to increase our plant production force by more than 30%."

Advertised nationally

NATIONAL ASSOCIATION OF INSURANCE AGENTS

"We regard the Regional Agents advertisement in LOOK as one of the most constructive ads undertaken by independent agents. A new 1961 committee has been set up to run this type of ad again."

Advertised nationally

PIONEER BELTS

"We keyed a major part of our 1959 Christmas belt promotion to a magazine advertisement that ran exclusively in LOOK, and we had one of the biggest holiday selling seasons in our history."

Advertised nationally



Look Magazine
(Zone 7 includes Hawaii & Alaska)

EL CHICO FOODS

"We can directly attribute a 10% sales rise in October to LOOK. And three new jobbers took on our entire line of Mexican foods because they knew what an impact LOOK advertising would have on consumers."

Advertised in Zone 6

KNOTT'S BERRY JUICE

"Our exclusive campaign in LOOK sparked the opening of new markets throughout the West and was the key factor in the sellout of our crop of Knott's Berry Farm Fresh Frozen Boysenberry Juice."

Advertised in Zones 5, 6, 7, 8

SWIM QUEEN POOLS

"We experienced excellent results! Our advertisement in LOOK magazine was a very real sales help to Swim Queen dealers and added a good deal of strength to our overall promotion program."

Advertised in Zone 8

The companies whose success stories are cited on these pages range from national advertisers like Ronson to the regional advertisers like El Chico that use LOOK Magazine plan to concentrate sales efforts in one or more of eight marketing areas. The products involved run the gamut from big-ticket items like Remington Rand typewriters to fast-turnover goods like Knott's Berry Juice.

The companies are different. The products and services are different. Only the results are the same: Important, measurable sales increases through LOOK advertising.

...whether you sell products or services

LOOK MEANS SALES

NORELCO SPEEDSHAVERS

"Norelco Speedshavers, running more advertising pages in LOOK than in any other magazine in the past seven years, boosted sales by over 300% . . . and we increased our share of market by over 80%."

Advertised nationally

KENTILE FLOORS

"We regard our Kentile Floors marketing program in LOOK as one of our most effective and profitable selling devices, because we can trace many actual sales to it. Big, important sales."

Advertised nationally

REMINGTON RAND TYPEWRITERS

"Dealers tell us that our LOOK advertisement brought more customers into their stores than any other ad we have ever run. . . . This was the biggest, most successful promotion we ever experienced."

Advertised nationally

RONSON LIGHTERS

"Varaflame, introduced and advertised predominantly in LOOK, has become America's top-selling lighter above the low-priced field in less than 18 months. Proof of LOOK's ability to produce sales."

Advertised nationally

ARBOR HOMES

"Our second promotion in LOOK was even more successful than the first. Not only did we draw over 5,000 coupon responses but the conversion rate has been higher than any ad we have ever run."

Advertised in Zone 1

BRIOSCHI

"On the strength of our first ad in LOOK, a new chain outlet took on large inventories of Brioschi. Our exclusive magazine ad program in LOOK has been the source of much satisfaction."

Advertised in Zones 1, 2, 4, 8

GOLD BOND MATTRESSES

"Our store listing ad resulted in excellent sales results for this promotion. Dealer after dealer enjoyed increases, some going 20% to as much as 30% over any previous promotion in a similar period."

Advertised in Zone 1

THOMAS TEXTILES

"We took advantage of LOOK's availability sectionally to feature the Thomas line of children's playwear where we wanted additional advertising support. Sales success proved Magazone's potential!"

Advertised in Zone 1

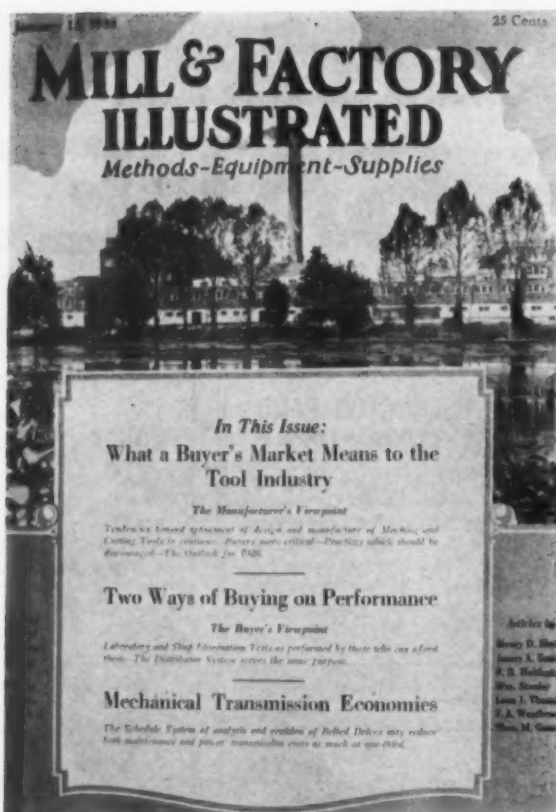
The power of this one magazine to produce record after record in sales is evidence of LOOK's impact on people. Whatever you sell, wherever you sell it, LOOK—reaching into 6,850,000 households with a single issue—moves people . . . toward your products and services. For further information on these success stories or the Magazone plan, write Don Perkins, Director of Advertising, LOOK, 488 Madison Ave., New York 22, N. Y., or call your nearest LOOK office.

LOOK

PEOPLE ARE THE PURPOSE—PEOPLE ARE THE POWER

1-3006, Pittsburgh—Express 1-3036, Philadelphia—Market 7-2587, Atlanta—875-4709, Dallas—Riverside 8-7409, Los Angeles—Webster 3-8191, San Francisco—Garfield 1-4960.

Media/scope, February 1961



MILL & FACTORY, in 1928, was first magazine to use distributor-paid-for circulation in the industrial field.

(Continued from page 93)
magazine others publish. Not one for which a subscription price would be charged, but a magazine we could send to every dentist who by any possible chance we could hope to have do business with us and send it free of expense to him.

"In issuing *Oral Hygiene* we have realized one of our fondest ambitions. We are going to mail it to you with our compliments every month. We believe it will be appreciated. If it is appreciated we hope the appreciation will be manifested in a practical way. We hope you will send your orders to a company that is willing to spend its money to benefit you."

I can't resist, at this point, quoting another excerpt from the first issue, although it is somewhat irrelevant to the subject of my discussion:

"You will receive *Oral Hygiene* 12 times a year, without money and without price. I may explain, in passing, that this is in no way due to the open-handed liberality and well-known benevolence of the writer. I am not paying for it, so no thanks are due to me. The plan is made possible by the publishers and advertisers who pay the bills.

"I have no idea how you can stop the magazine if you do not want it. Candidly, I do not believe it can be done. You can always stop the ordinary magazine by refusing to pay your subscription, but such a refusal will not trouble me a bit. I don't care a whoop whether you want the thing or not. The best thing to do is to accept it, I guess. Maybe there will be something in it some day you will want to read, after all. In the mean-

time, if it does not suit you, write in at once and we will change it. Personally, I think a rattling good sporting column would liven it up quite a bit, but then, you never can tell. Some people prefer anthropology or politics. Anyhow, it's coming to you."

First in Industrial Field

The first magazine to use distributor-paid-for circulation in the industrial field was *Mill & Factory*, in 1928. The method seemed ideal to Bud Mast, Sr. and Harvey Conover as a means of finding readers who would be most desirable to advertisers of manufacturing and maintenance products, avoiding any statistical or arbitrary yardsticks which could overlook good prospects and include some worthless ones. Later, Conover-Mast utilized the method for *Construction Equipment* and *Volume Feeding Management*.

In the early Thirties, this type of magazine distribution was mentioned to the late Irving Hexter. He applied it to a magazine then called *Industry & Welding*, later renamed *Welding Design & Fabrication*. The process seemed to work so well that Mr. Hexter applied it to seven other properties of his Industrial Publishing Corporation.

For many years the method was nameless—or (what was worse for Industrial Publishing's interest) "the *Mill & Factory* method." So, in 1954, The Industrial Publishing Corporation was granted a registration for "Franchise Circulation"; now this company licenses the term to other publishers who oblige the criteria of publisher control of mailing, individually-addressed copies, etc.

How It Works

As for the mechanics, here's how franchise circulation works for The Industrial Publishing Corporation's magazines:

1. The magazine's franchise department field staff makes contacts with specialized sales organizations in every major marketing area... in the related industry.

2. The franchise department selects and franchises one of these organizations in each area. The franchise grants the exclusive right to sponsor a magazine's circulation in its specific marketing area.

3. The franchise holder agrees to do three things: (1) give the publisher a list of his ledger accounts and top prospects and the names of the men in them who make the specifying and buying decisions; (2) pay for subscriptions of the magazine to his list; (3) keep his list current. In return, the franchise holder gets the back cover of all copies.

4. The magazine's circulation department checks the list carefully. It retains control: the publisher may reject names, even revoke the franchise if the holder does not keep his list clean.

5. Magazines are mailed by the publisher directly to readers. Copies are addressed individually. No magazine is ever forwarded; the publisher pays to get it back, notifies the franchise holder, asks him to investigate and submit a new name.

6. List changes are made daily as franchise holders' salesmen discover personnel changes in their sales calls and report them on forms the publisher supplies.

Furthermore, the franchise holder is expected to recheck his entire list every six months and certify its accuracy.

Answering the obvious question, "What if the publisher can't line up enough distributors to assure the advertiser of national coverage?" In such cases, the publisher distributes to qualified recipients directly.

A number of other questions might be asked.

"Is the franchise restricted to one distributor in each locality?" No, because distributors' working territories often overlap, but when lists come from more than one distributor in the same general area, they are checked to eliminate duplication.

"Do the distributors perform a conscientious job of keeping lists up-to-date?" Performance varies, as might be expected. I have been told that some distributors tend to con-

sider this part of their business a nuisance, and, upon receiving lists in galley form for checking, will return them with no changes indicated; obviously this vitiates the virtue of the system. However, the better publishers couldn't put up with such indifference.

In fact, many of the publishers go to extreme lengths to double-check the names, writing directly to each recipient, not just to ascertain stencil accuracy, but also to establish the recipient's interest in getting the publication. *Mill & Factory*, in addition, maintains, on its own, a perpetual inventory of worthwhile industrial plants, and once a year checks circulation against this inventory; any plant on the latter not included in its circulation is called to the attention of the distributor in the area for investigation.

"Does this circulation method make sense for the advertiser whose products do not go through distributors?" Certainly, if the product is one which would be purchased by the same in-

dividuals whom the distributor considers important to his business.

Business Publications Audit Circulation gives recognition to franchise circulation as follows:

"Qualified Franchised Non-Duplicated Circulation occurs when manufacturers, wholesalers, jobbers, distributors, or dealers agree with a publisher to furnish a mailing list of individual recipients. These lists must be checked by the publisher for duplication of recipients, and any duplication must be eliminated from the count. Publication members electing to analyze Qualified Franchised Non-Duplicated Circulation shall report such circulation separately from other Qualified Circulation in Paragraphs 10 (analysis of circulation by industry and/or occupation) and 11 (geographic breakdown). These recipients must be within the field served as defined in Paragraph 6 of the Publisher's Statements and Audit Reports and must receive every issue of the publication subject to normal removals and additions."



INDUSTRY AND WELDING became franchise circulation in early Thirties, was later renamed *Welding Design and Fabrication*.



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More than two billion dollars in drug store sales! According to the latest figures, that's how much is missed in just the top 15 markets in a single year by advertisers who stubbornly ignore this basic fact: people and money are leaving the city for suburban and "extra-urban" areas. (During 1959, non-city retailers accounted for 62% of all drug store sales in the top 15 markets.)

Today's advertiser must be willing to keep up with this constantly changing sales picture. Advertising now has farther to go, more to do. That's why spot television—with its unmatched reach, flexibility and impact—has become the nation's fastest-growing advertising medium.

Don't just sit there . . . do something! Send for our "Telemarketing" study, which will give you an accurate view of where sales stand today, plus the first authoritative forecast (by Market Statistics, Inc.) of where they will be in 1965. For your copy, telephone PLaza 1-2345 or write to 485 Madison Avenue, New York 22, main office of **© CBS TELEVISION SPOT SALES**

Representing WCBS-TV New York, KNXT Los Angeles, WBBM-TV Chicago, KMOX-TV St. Louis, WJXT Jacksonville, WCAU-TV Philadelphia, WTOP-TV Washington, KOIN-TV Portland, WBTV Charlotte, WBTW Florence, and the CBS Television Pacific Network.

**"Does he
know
what he's
missing?"**



Scope on People



CONTRIBUTION: Harry O'Mealia, Jr. (left), president of Outdoor Advertising Association of America, shows a civil defense poster to Leo A. Hoegh, director of the Office of Civil and Defense Mobilization in Washington (D. C.). Poster is part of a national program in which survival instructions will be displayed on nearly 12,000 key billboards in case of attack, upon receipt of strategic warnings from OCDM.



AGENCY MAN IN POST OFFICE: Ralph W. Nicholson, vice president and manager of Fuller & Smith & Ross, New York, moves into a key spot in the Kennedy administration as Assistant Postmaster General. Mail users are cheered by move that places a trained, top advertising man in spot where he will head budget and finance for the U. S. Postal System. A graduate of the University of Chicago, and an ex-U. S. Marine Major, he will bring a keenly analytical and business-oriented mind to bear on the problem of controlling costs.

A LITTLE CLASS: WROC-TV, Rochester (N. Y.), has moved wrestling a little further from sport to exhibition by producing bouts directly from its own sports center. For the first bout, television sportscaster Foster Brooks and his wife are attired in clothes suitable to an afternoon premiere. The hat, incidentally, should have been gray, not black.



COMMUNICATIONS: The myriad methods of communication, ranging from space satellite, broadcasting, and print media, to primitive signals by flag and drum, are the subjects of this panoramic oil painting executed by Jay Lavenson, Sr. (right), founder and chairman of the Lavenson Bureau of Advertising, Philadelphia. Viewing the oil with Mr. Lavenson is Martin Jackson, a Philadelphia artist who has contributed criticism and guidance to Mr. Lavenson's after-hours art career.



FRANKLIN DAY: Officials of the Post Richard Club, Philadelphia, America's oldest advertising club, discuss Ben Franklin Day ceremonies with William S. Vaughn (left) president of Eastman Kodak Company. Mr. Vaughn received the club's Gold Medal. With him are (from left) A. E. Morgan, Poor Richard president; Albert Y. Lightcap, general chairman of Franklin Day; Jack Steck, producer of the show.

The Detroit News SETS NEW U.S. CIRCULATION MARK!

The Detroit News has submitted to ABC an interim circulation report, subject to audit, for the period of October 1 to December 31, 1960. This report shows the The Detroit News average daily paid circulation from November 7 to Dec. 31, 1960—the period after the Detroit Times ceased publication—is the highest of any evening newspaper in the nation.

{ **737,415** weekdays
{ **933,339** Sunday

This represents a gain of 255,031 weekdays and 285,893 Sundays over ABC figures for six months ending September 30, 1960.

The News coverage of metropolitan Detroit is now 65% weekdays and 72% Sunday—a saturation coverage never before offered by any newspaper in the top five metropolitan markets! And Detroit News advertisers get it at the lowest milline advertising rate available in any other of the nation's five largest markets—\$1.90 weekdays; \$1.66 Sunday.

Today in Detroit, ALL YOU NEED IS THE NEWS!

The Detroit News

INCLUDING BEST FEATURES FROM

Detroit Times

New York Office: Suite 1237, 60 E. 42nd St. • Chicago Office: 435 N. Michigan Ave., Tribune Tower • Pacific Office: 785 Market St., San Francisco • Miami Beach: The Leonard Co., 311 Lincoln Road

Media/scope, February 1961

How to advertise efficiently to Canadian businessmen

YOU WOULDN'T reasonably expect a machinery salesman to demonstrate a new press at the A.M.A. annual ball. Right prospects, certainly, but in the wrong environment.

When you advertise to Canadian business buyers, you reach the right prospects in the right environment with Canadian business and professional magazines.

The information they convey is authoritative and appropriate; the leadership they provide is authoritative and appropriate. Letters by the score document this, letters from Canadian business leaders in appreciation of the thorough job done by these magazines in informing and influencing in terms of Canadian requirements.

Other business magazines from other countries enter Canada, and a good number of them are unsurpassed in size and grandeur. But they are all edited and produced in terms of American or British or Continental interests and requirements. They may be looked at with interest and admiration by Canadian businessmen, but they do not fulfill a basic need: Not 10% of their content relates to Canadian interests or requirements.

Obviously, such journals cannot be taken seriously in their advertising pages either. The environment is wrong. To the Canadian businessman, the advertiser—no matter how worthy his merchandise—still seems like someone talking to somebody else a long way off about somebody else's affairs.

To talk to a Canadian business buyer directly, clearly and convincingly about his interests, use Canadian business magazines. You will reach every Canadian business buyer, and he will know you are talking to him.

Business Newspapers Association of Canada

The Association of 144 Canadian business, professional and technical publications.
100 UNIVERSITY AVENUE, TORONTO, CANADA



A Broader BPA Is Urged

IN MY SWAN SONG as retiring board chairman of BPA, I shall urge the incumbent and new directors to consider favorably the trial balloon I hoisted recently in this space. It is the suggestion that BPA remove the limitations which bind it to "business," to take on the auditing of any publication serving readers with special interests. The fact of their interest would be audited in the same way that recipients of business publications are qualified.

Auditing serves advertising buyers; the buyers are not being served when neither of the non-profit audit bureaus will accept into membership certain publications distributed free to special-interest groups whose special interests make them attractive to certain advertisers: ABC because they are free; BPA because they are not business publications.

Right now a number of publishers are knocking on BPA's door; under present rules they cannot be admitted, even though they are worthy in all respects except that of not being business publications and even though they do the kind of housekeeping that would permit a thoroughgoing audit.

ABC isn't likely to change its mind. BPA could, without any great reversal of sentiment or revolution in its mechanics. The only impediment would be the reluctance of present business magazine publishers to welcome "consumer" magazines—or to give up the argument that BPA is, unlike ABC, "exclusively business."

The advantage of being "exclusively business" is minor, I believe, compared with the point about *qualification* of circulation. It is recipient qualification which is the strength of a BPA-audited publication. Broadening eligibility to include consumer publications able to attest to equally rigid criteria of reader qualification would make qualification a better recognized asset, BPA a stronger bureau, and the BPA emblem (or whatever

the initials would be) more meaningful to the buyers, hence to all publishers.

Readers Are What Count

Justice doesn't always triumph in the advertising world.

A certain business publication has abandoned readership rating reports because some of the advertisers were getting such high scores that the other advertisers' scores looked pitiful by comparison. The competitive magazines used this as argument that the poor-scoring advertisers were in the wrong medium, low reading being equated with poor circulation rather than with poor advertising.

This is ridiculous, and any buyer faced with this argument should be curious as to whatever the competitive magazine offers as an ad rating service of its own. Probably none.

So the buyer's first reaction to a low score should be an examination of the ad itself. Perhaps it's the wrong ad in the right magazine. (I often see excellently-constructed ads scoring poorly because they were right for some *other* publication or market, wrong for the ones they were in.) Or perhaps it's a poor ad for any magazine, which is not the publisher's fault.

Publishers offer ad readership rating services to help. If advertisers fail to take advantage of the opportunity to learn something and improve performance, they should recognize the fault as possibly their own the minute a competing publication uses the low scores to cast doubt on the medium.

At the same time, another publication in the same stable as the one abandoning them is using ad readership reports to prove superiority. It argues that an advertiser in it will get more for its money, because the evidence shows that average reading per ad is higher.

(Continued on page 104)

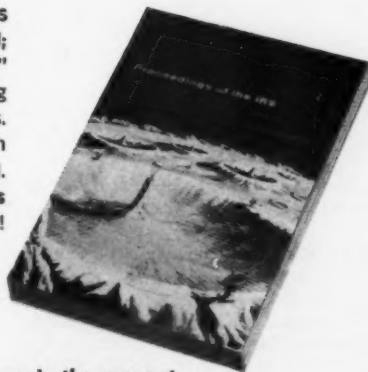
*Honoring the Minds
that meet the Challenge
of the
'60s...*



IRE remembers the MAN
*...for research
on radio-wave propagation*
K. A. Norton

WINNER of the 1960 *Harry Diamond Memorial Award* is K. A. Norton, of the National Bureau of Standards, Boulder, Colorado—cited for "contributions to the understanding of radio wave propagation." IRE is proud to honor Mr. Norton, and to salute all who, in this challenging decade of the '60s, work for the advancement of electronics and apply it to the betterment of our lives.

Your company, too, has to meet the challenge of the '60s
in the vast radio-electronics field;
to do so, it too must "remember the man"
— must reach the top-level minds who control purchasing
for electronic equipment, components and supplies.
68,400 (ABC) of them read *Proceedings* every month
— ACT on what they read.
Present your company's facts in *Proceedings*
— and watch the reaction!



*For a share in the present,
and a stake in the future, make your product NEWS in*

Proceedings of the IRE

The Institute of Radio Engineers

Adv. Dept. 72 West 45th St., New York 36, N. Y. • MURRAY HILL 2-6606
BOSTON • CHICAGO • MINNEAPOLIS • SAN FRANCISCO • LOS ANGELES



“there is no foolproof arrangement to prevent state and local Civil Defense Agencies from wrecking the national transportation effort”

—report of the Doyle Study Group to the Senate Committee on Interstate and Foreign Commerce, as quoted in *Traffic World*.

Air Force Maj. Gen. John M. Doyle, who heads up the Senate-appointed transport study group, minces no words in describing the glaring deficiencies of our national transportation system—both as a cornerstone of national defense and as a network of private businesses which should properly remain that way.

“There is incomplete acceptance in key positions of the idea that a sneak attack is possible,” the report says at one point. “Neither is there general understanding of the vitally essential nature of transportation to our national survival.

“We were told of one Office of Civil and Defense Mobilization regional director who will not permit transportation to be mentioned in his presence—he is interested in shelters.”

Or, again: “It is not the desire and purpose of Congress or the nation that we pursue a regulatory policy which can only result in giving the common carriers of the several modes an equal chance to starve.”

The Doyle group report was adjudged of such importance to transportation management that the editors of *Traffic World* devoted the entire editorial page and nine pages of premium news space in a single issue to a critique and analysis of the as-yet unpublished document. Whether its recommendation for

combining existing regulatory agencies into a single Federal Transportation Commission with a secretary of Cabinet status will be legislated into fact remains to be seen, but it is certain that transportation management will welcome, generally, Gen. Doyle's two-fisted approach to an unbelievably complex problem—and his attack on the inevitable sacred cows of transportation policy.

The managements of common carrier railroads, truck lines, inland waterways operators and air lines—and the transportation executives of the industrial firms whose freight provides 90% of the carriers' revenues—have in these matters a community of interest with the government authorities charged with maintaining the competitive balances and equities of the national transportation system as an instrument of the national defense and the national economy.

This triumvirate of carrier officials, industrial traffic executives and government regulatory officials constitutes the transportation management group.

Responsible for far-reaching financial decisions and for large annual capital and budgetary expenditures for transportation equipment and services, this group can be defined most concisely in terms of its interest in all facets of the transportation complex.

(Continued from page 102)

The over-signed, along with everybody else who has given it a little thought, has cautioned against using ad readership ratings in media comparison. Any ad readership score, I have argued, is only a percentage of a number of people who have agreed to be qualified as readers of the issue—and we on the buying side have no way of knowing what the percentage of respondents is of the whole circulation. In other words, survey non-respondents might not have seen the magazine at all.

Also, various investigatory services use different methods and different intervals of interrogation; hence it is unfair to compare competitive publications on the basis of their ad readership rating scores.

OK. Now comes a publication which claims that its ad scores can be projected; 75 to 90 per cent of the samples used for ad recall attest to having read the issue. Thus, at the very worst, any one ad's score is within 25 per cent of being accurately projected.

Let's say an ad gets a score of 20. This is 20 per cent of the respondents. But the total respondents represent 75 to 90 per cent of a fair cross section of the circulation. Let's say circulation is 40,000. If the sample used for the ad readership survey is anywhere nearly representative of the circulation (and it should be), then the 75 to 90 per cent score is reasonably indicative of the ad's actual performance.

Let's say, further, that the cost of the ad is \$1,000. Then: it cost \$1,000 to reach 30,000 to 36,000 of the circulation, producing a cost per reader of a delivered message of about 30 cents.

Thirty cents is a low cost for a sales call, when you compare it with the \$20.00 or so it costs to put a salesman on the spot. Besides, any advertising call is one that you can control from headquarters. You can say exactly what you want to say, with no interference from the salesman in the form of what his own idea may be of what to say.

Twenty per cent of 90 per cent or even of 75 per cent is a good buy, in this buyer's opinion. If other publishers could prove the projectibility of their ad readership rating scores, perhaps then, ad readership scores might become a legitimate measuring device in media selection.

TRAFFIC WORLD

New York • Chicago • Atlanta • Palo Alto • Washington, D. C.

For more information see Traffic World Service-Ad, Class.148, Standard Rate & Data

the weekly newsmagazine of
transportation management

"The facts are plain.

*You reach the biggest buyers
when you reach families with children."*

*How much more families with children spend
than families without children!**

 HOUSEHOLD APPLIANCES	94% MORE
 FOODS	94% MORE
 AUTOMOBILES	56% MORE
 HOMES	79% MORE
 TOILET PRODUCTS	70% MORE
 FOOTWEAR	157% MORE
 CLEANING & POLISHING PRODUCTS	170% MORE
 RECREATION	112% MORE
 HOUSEHOLD UTILITIES	70% MORE
 CLOTHING & ACCESSORIES	60% MORE

*Source: U. S. Department of Commerce and Study of Consumer Expenditures, Income and Savings.

Concentrate on your biggest-buying market—families with children. Why waste advertising dollars on people who have little or no need for your product? Only PARENTS' MAGAZINE, devoted exclusively to the needs and interests of families with children, gives you circulation 100% in this market.



**This Seal
UPS Sales!
Ask about
its use for
your product.**

PARENTS' MAGAZINE • 52 Vanderbilt Ave., New York 17
Chicago • Atlanta • Boston • Detroit • Los Angeles • San Francisco

PARENTS' MAGAZINE CIRCULATION GUARANTEE	CHILDREN IN PARENTS' MAGAZINE FAMILIES	MONTHLY READERSHIP
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MEDIA BUYERS' CHECK LIST

Check these points before buying *point-of-purchase materials*

A. STATEMENT OF OBJECTIVES

1. What is point-of-purchase expected to accomplish?
 - a. sell merchandise through impulse and reminder sales
 - b. tie national advertising to retail outlets
 - c. create store traffic and attract consumer attention in stores
 - d. secure more and better product display
 - e. gain retailer good-will and cooperation
 - f. promote and identify brands
 - g. train, assist, and encourage retail sales personnel
 - h. identify stores as product outlets
 - i. assist salesmen (distributors' and manufacturers')
 - j. gain wholesaler good-will and cooperation
2. What role does point-of-purchase play in the marketing of your product?

B. MARKETING FACTORS

1. Product characteristics
 - a. price of product
 - b. perishability of product
 - c. size of package
 - d. shape of package
 - e. packaging materials
 - f. weight of unit
2. Product's marketing position
 - a. competitive standing by market
 - b. desired sales increases by market
3. Marketing channels of distribution for product
 - a. national, regional, or local distribution
 - b. distribution through wholesalers and jobbers
 - c. distribution through chain warehousing facilities
 - d. distribution facilities and requirements for point-of-purchase material
 - e. retailer material
 - f. references for point-of-purchase material

D. DETERMINING THE POINT-OF-PURCHASE

MATERIAL TO BE USED

1. Suitability to product
 - a. nature, size, weight, shape of package, etc.
 - b. suitability to retail outlet—limitations imposed by type of outlet—does it sell product, have acceptability to dealer, fit the type of outlet, fit the decor of the store, does it have light or motion, is it easy to install, is it new and different
2. Suitability to advertising and selling campaign or product sales message
3. Considerations of competitive effort
4. Considerations of past experience
5. Packaging and shipping considerations of point-of-purchase unit

E. MERCHANDISING

1. Consideration of additional uses for point-of-purchase materials
 - a. tie-in with related or other products
 - b. promotion of special deals
 - c. display shipper use
 - d. secondary use of point-of-purchase unit or a fixture or premium included as part of the unit
 - e. forcing distribution of product or promotion
2. Merchandising the program to the sales force and retailer
 - a. special sales meetings
 - b. post-testing and evaluation

3. Marketing channels of distribution for product

- national, regional, or local distribution
 - distribution through wholesalers and jobbers
 - distribution through chain-department-store facilities
 - retailer facilities and requirements for point-of-purchase material
 - retailer preferences for point-of-purchase material
- Profitability to retailer**
 - per cent markup to retailer
 - periodic turnover
 - net return to retailer
 - per cent per square foot of floor space
 - Consumer purchasing habits**
 - who buys product
 - in what quantities is product purchased
 - with what frequency is product purchased
 - consumer characteristics
 - consumer characteristics peculiar to certain outlet types

7. Competition

- companies that represent competition by markets
- how do they sell their product
- what types of point-of-purchase material do they make available
- what types of competitive materials do retailers use

8. Climatic conditions

- as they affect the sale of product
- as they affect the point-of-purchase material

9. Legal requirements

- specific regulations covering sale of your product
- specific regulations covering display of your product
- specific regulations covering advertising of your product

C. PLANNING

1. Determination of point-of-purchase theme where applicable

- related to product
- related to company
- related to retail outlet

2. Integration with other media

- degree to which point-of-purchase material will be integrated with other media

3. Programming — Suggested timing

- start work—24 weeks in advance
- design—18 weeks in advance

2. Merchandising the program to the sales force and retailer

- special sales meetings
- post-testing and evaluation

F. DISTRIBUTION

- Method of packing point-of-purchase unit**
- Number of units to each carton**
- Number of shipping points**
- Schedule of shipping**
- Time necessary for transportation**
- Methods of shipment**
- Methods of installation**

G. TECHNICAL CONSIDERATIONS

1. Materials available

- ability to do the job
- sources
- availability
- use of motion and light

2. Consideration of color in the point-of-purchase unit

- appropriateness of color to retail outlet
- appropriateness of color to the product
- related to purpose of display

3. Size of point-of-purchase unit

- appropriateness of size to retail outlet
- appropriateness of size to product
- consideration of size in shipping, handling, and erection

4. Quantities to be ordered

- number of retailers to be serviced
- salesmen's estimates of needs and ability to place
- budget restrictions
- previous year's experience
- consideration of possible re-order

H. FINDING THE RIGHT PRODUCER

1. Determination of need

C. PLANNING

1. Determination of point-of-purchase theme where applicable

- related to product
- related to company
- related to retail outlet

2. Integration with other media

- degree to which point-of-purchase material will be integrated with other media

3. Programming—Suggested timing

- start work—24 weeks in advance
- design—18 weeks in advance
- testing—15 weeks in advance
- production—10 weeks in advance
- distribution—4 weeks before breaking date

4. Budgeting

- total budget available
- number of point-of-purchase units desired for variety of outlets
- cost factors to be included:
 - sketch or composition cost
 - finished art
 - testing of unit
 - production of unit
 - shipping of unit

- appropriateness of size to product erection
- consideration of size in shipping, handling, and

4. Quantities to be ordered

- number of retailers to be serviced
- salesmen's estimates of needs and ability to place
- budget restrictions
- previous year's experience
- consideration of possible re-order

H. FINDING THE RIGHT PRODUCER

1. Determination of need

- creative counsel and service
- production facilities

2. Type of services offered

- creative
- research
- warehousing
- merchandising
- testing and evaluation
- packing and shipping
- publicity

3. Reputation in field

4. Physical facilities

- size, number, and location of plants
- number of employees

5. Professional competence

sketch or composition cost
finished art
testing of unit
production of unit
shipping of unit
merchandising or collateral material to be
used by salesmen in the field

- d. degree to which wholesalers, jobbers, and dealers
participate in sharing the costs of the unit and its
distribution
e. use of installation services

- g. publicity
3. **Reputation in field**
4. **Physical facilities**
a. size, number, and location of plants
b. number of employees
5. **Professional competence**
a. ability to deliver on schedule
b. ability to maintain uniform quality
c. contractual terms
d. credit rating

6. **Previous and present customers**

ACKNOWLEDGEMENT

Media/Scope is indebted to Point-of-Purchase Advertising Institute, Inc., for assistance in the compilation of this Check List

MEDIA/SCOPE'S MEDIA CHECK LISTS

The comprehensive check list of points that might be considered before purchasing 'point-of-purchase material touches on every factor a media planner is likely to encounter in making decisions. Check lists for advertising budgeters, spot radio, spot television, business pub-

lications, and newspapers appeared in recent issues. Similar check lists will be published as follows: March, direct mail; April, transportation advertising; May, consumer magazines; June, outdoor.

WANT EXTRA COPIES?
Additional copies are available at 30 cents each up to 50 copies; 51 to 90 copies at 20 cents each; bulk rates on request for more than 90. Please send cash or check with order to the Editor, Media/Scope, 430 Lexington Ave., New York 17, N. Y.



.....

INSIDE SOLID CINCINNATI:



"Every time Fred complains I remind him that we Cincinnati Enquirer families have \$600 a year more to spend than the average Cincinnati family!"

.....**SOLID CINCINNATI READS THE CINCINNATI ENQUIRER**



Daily Enquirer families *make more, need more, spend more.* You're in solid with them when you advertise in their newspaper . . . the Cincinnati Daily Enquirer. For more facts on the *market-that-matters* in Cincinnati, write the Cincinnati Enquirer's Research Department for the latest Top Ten Brands survey.

Represented by Moloney, Regan & Schmitt, Inc.

Super Positions Or Superstitions?

By Lionel M. Kaufman



Just how much reason is there in the special positions that print advertisers keep insisting on? And how many of those traditional reasons have been reviewed in recent years to see if they still stand up?

When I was a very young magazine reader, capable only of scoring a "Noted" rating from Dr. Starch, I looked at the pictures in the front, the pictures in the back, and raced through the non-man's land of all-type pages between.

I never noticed, until I grew up and entered the advertising business, that the back-of-the-book ad section always started with a pair of apple-cheeked boys singing the virtues of Campbell's Soup. I don't know how many other ordinary readers, young or old, have noticed that either, but I'm sure that after what the picture books and *McCall's* and so many others have done to the middle-of-the-book, there just is very little monotony of type left for the "Campbell's Soup position" to have the honor of breaking. Yet, with rare exceptions, Campbell's still insists on the "first page after editorial."

Mail-order Advertisers

One "special-position advertiser," who probably can show good reason for his demands, is the mail-order publisher (or record shop). He always asks for an order, in keyed copy, which we assume he checks. So who would dare question him for having eyes for nothing but the back-cover or the first few right-hand pages in his favorite magazines? In some books, the competition is so keen for these positions that they're optioned months, even years, ahead. But what happens to all who are left out when the S.R.O. sign goes up? They can settle for a less favorable date, or a less favorable magazine, or they can try another page in the

book. Here, in this decision, is where one might question some of the advertisers in this field.

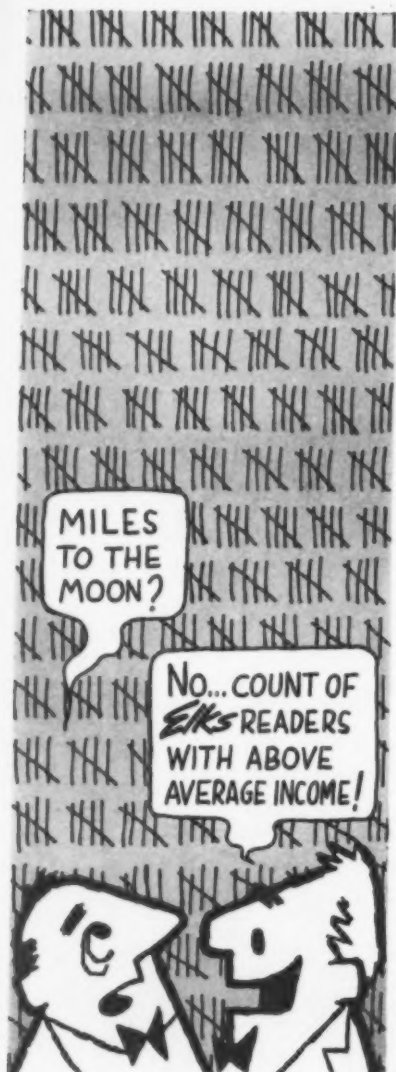
Newspapers, too, have developed their special positions through the years, many obviously logical, some open to question.

Back in the days when it took a "sporty" young feller to handle a car, the automobile dealers got into the habit of concentrating their used-car (and some new-car) ads in many newspapers right next to the baseball scores and the Fourth at Jamaica. Today, with our entire adult population behind the wheel, we're still following that traditional position. Has anyone risen lately to question how many automobile prospects, who are neither sporty, nor young, nor fellers, these ads might now be missing?

Positioning Prejudices

Newspaper advertisers generally have two positioning prejudices that, off-hand, may seem contradictory. The small-spacer habitually requests "next to editorial," which, theoretically, stops the reader, and gives the advertiser a chance at him. The full-pager is constantly battling for the back page of the paper (or section), the one spot where there's no adjacent news to make the reader stop, fold, and spend an extra minute.

Both of these groups can give you good reasons to support their positions. Yet, it may be significant that, even on that sacred back-page position, "full-pagers" have been cutting down to seven columns lately, obviously to get one column of news to stop the reader at their ad.

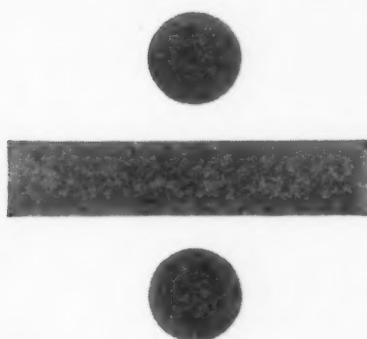


Elks median income leads that of all men's magazines regularly surveyed in the Starch Report. 1.2 million Elks are first in median income with \$7176... first in percent of readers earning \$10,000 or more... first in more ownership classifications than any other men's magazine reported. Investigate this leading male market. Ask your local ELKS representative for the complete market story, or write for your copy of our fact-filled booklet — "The ELKS Market."

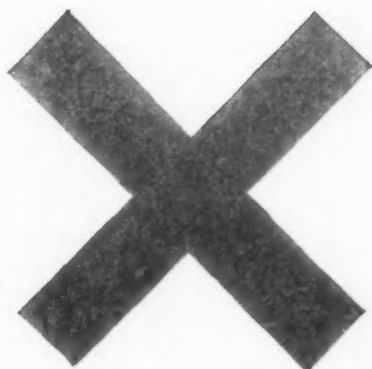
THE

MAGAZINE

New York, 386 Fourth Ave.
Chicago, 340 N. Michigan Ave.
Los Angeles, 1709 W. 9th St.



TAKE NINE



Take a break. Take coffee, tea, milk or Martini—but also take nine digits: 1, 2, 3, 4, 5, 6, 7, 8, 9.* Make them total 100 by placing arithmetical signs among them. Stumbling blocks, just to make the break longer: Don't alter the order. Do it with the least possible number of signs, using the fewest pen or pencil strokes. (If you use brackets, count the brackets as one sign but two strokes; a minus sign is one stroke—and one sign, of course; a plus sign is two strokes; a division sign is three strokes.)

After you prove your ability to buy the solution at minimum sign-and-stroke cost, send us the answer and win a copy of Dudeney's "Amusements in Mathematics"—Dover Publications, Inc., N. Y. If you have a copy, say so and we'll provide a different prize.

** Take 6 P.M. to midnight, all week. WMAL-TV's audience is the biggest in the Washington market. (ARB Dec. '60)*

wmal-tv

Washington, D. C.

An Evening Star Station, represented by H-R Television, Inc.

Affiliated with **WMAL** and **WMAL-FM**, Washington, D. C.; **WSVA-TV** and **WSVA**, Harrisonburg, Va.

Tenting in D.C., or In One Era and Out the Other

Finding a roof for five Corinthian tv station news-and-camera teams in Washington, as the Kennedy era began, was much more difficult than finding reason for their presence. They had no intention of duplicating CBS's superb network coverage; they sought to duplicate only Corinthian's success, as evidenced by coverage of last year's conventions, in relating major political events to their own communities.

Local news doesn't come to us. We go to it, even if it's in D.C.—and even if our definition of local is non-traditional. Without a legacy to stand on, our individual station news teams tackled Project Washington with mike and camera. The Houston group was after, among other things, a Ladybird's eye view; Tulsa hoped to strike oil by spending a day with Senators Kerr and Monroney; our gentlemen from Indiana got on the bandwagon with the state's Drum and Bugle Corps; the young men from Sacramento, reversing Greeley's advice, came east to cover the Inauguration's pomp—and to examine plans for legislation affecting their tele-urban community.

Different regions find different meanings in Washington, 1961. Those differences are best explored by local tv reporting crews and public affairs programming, focusing on political faces and issues of special interest to the folks back home. This is the kind of journalistic initiative, under group organization, that results in high identification with regional audiences, cementing stations to communities and communities to stations.



Responsibility in Broadcasting

THE CORINTHIAN

Media/scope, February 1961

Media Plan for a New Product

By Isabel Ziegler



OFTEN IT BECOMES necessary to plan a media program for a product not yet on the market. The problems that such a situation presents are limitless. So many questions have to be answered before we can even get into media, and there always seems to be such a difference of opinion on these answers. Who are the best prospects—men, women or children? What age? What income? Where are they located? When are these prospects more likely to buy the product? All the answers to these questions are pertinent before any media strategy can be considered. These answers, by the way, are certainly not constant, and media plans are subject to revisions every time a new or different fact is discovered.

The next important area to be considered is budget. How much money will it take to get the product introduced? When is a sustaining effort workable? When can a profit return be expected? These are more vital questions to be answered before media can be considered, and, again, subject to constant change. All these changes are reasonable.

Assuming that all these questions are finally resolved, then copy and media must get together. At this point, both groups have to have a tentative idea as to how the objectives will best be accomplished. Generally, on the first go-around the ideas are not entirely compatible. Media has decided on spot television during prime evening viewing hours. Copy needs full minutes to tell their message effectively. Compromise must be effected through the introduction of realities; to both groups this is sometimes a painful meeting.

Test Markets

Next is the selection of test markets. These markets must have many characteristics. They must be realistic and typical from a product standpoint, right location, climate, avail-

able to distribution, etc. Then, they must be markets that can be isolated and controlled so that audits can be obtained. Shelf placement and product movement must be easily measured.

Finally, we can consider the market from a media standpoint, its coverage, duplication, etc. Generally, during an introduction campaign several media are used. This combination of media results in the problem of the varying coverage areas delivered by each medium. Careful coverage data must be supplied, and actual test areas within the marketing area agreed upon.

Finally, a schedule and cost must be worked out in relation to the actual markets chosen, taking into consideration rates, availabilities, etc. This must be comprehensive and cover the entire test—introduction and sustaining periods. Costs then must be related to expected profits.

Assuming the success of this test, a projection of the test campaign must be made on a national basis so that when the test is completed, advertising can immediately be assigned covering its national area.

Detail Work

Sometimes this last step is not the easiest. It must be affordable and practical. On some occasions the media selected for a national campaign are not available locally and adjustments must be made in the test markets to compensate. Spots must be used in place of network shows. Of course, this brings some problems. Minutes are available in prime time on the network. This is not so on the local level. Commercials are within shows and generally enjoy the endorsement and association with show or personality. Such factors must be considered and compensated for. All in all in this most important crucial area for new products, thoughtful and comprehensive detail work is involved, and it is ever changing. ■

KOTV
TULSA

KHOU-TV
HOUSTON

KXTV
SACRAMENTO

WANE-TV
FORT WAYNE

WISH-TV
INDIANAPOLIS

WANE-AM
FORT WAYNE

WISH-AM
INDIANAPOLIS

presented by H-R

ATIONS



NEW PRODUCTS THAT MAY AFFECT YOUR MARKETS IN THE '60's

Hundreds of new and improved industrial products are introduced each month of the year. Their impact on industrial marketing is vital. Some of them may even compete for your own markets in the next few years.

It is significant that most new and improved industrial products are first introduced and promoted regularly in *Industrial Equipment News*. Why? Because IEN is considered a vital communications tool in a total marketing program. It's helpful in protecting present markets and searching out new ones.

Why? Because IEN calls on 81,000 important buyers and specifiers in all industries each month. These IEN readers are constantly looking for product information. And that's precisely what IEN gives them... just when they are looking to buy.

Get the full details on IEN.
Send for our new Market
Data File. It's yours free.



INDUSTRIAL EQUIPMENT NEWS

Thomas Publishing Co. • Product Information Headquarters
461 Eighth Avenue, New York 1, N. Y.

Media/trends

When the Katz Agency finished compiling the new fourth edition of its "Spot Radio Budget Estimator" it found 1960 nighttime radio rates only 0.2 per cent above their 1959 level, and daytime rates up 4 per cent.

* * *

Here's what's happening to other segments of air media:

Local television revenue, at \$293 million last year, is now "the fastest growing area of television advertising," says the Television Bureau of Advertising. That's a 10 per cent rise above the 1959 mark.

Edward Petry's new study, "Trends in the Selection of Media by the Top 100 Advertisers—1956-1959," finds that in relation to network television, newspapers, and magazines, spot TV rose from a "distant fourth in 1956" to a "close second" in 1959. Over the four years, spot TV climbed 71 per cent—twice as fast as any other major medium. During that time, network television expenditures rose 36 per cent, magazines 17 per cent, and newspapers 3 per cent.

* * *

"The Penn Group," 33 Pennsylvania dailies, have combined to offer advertisers another one-order, one-bill regional newspaper network. That's not all. The group rate structure has been reduced to only two rates—an open rate of \$2.865 per line, and a 1,000-line rate of \$2.10, reflecting a 26.7 per cent discount.

* * *

Life made a bow to the competition when it defined the 50 markets set up for its new test market plan in terms of television reception areas. Plan provides product exposure in a given

Appliance Service is big Business

For facts about this fast growing industry,
ask for your copy of Market File "C."



505 N. LaSalle St., Chicago 10, Ill

market in just those copies of *Life* normally hitting that area through newsstands and subscriptions.

* * *

Other magazine developments include dropping of bleed charges by *Ladies' Home Journal*, effective with next month's issue. This followed shortly after *Redbook* canceled its bleed premium on four-color advertisements of one page or more.

* * *

A recent analysis of store book distribution by Lennen & Newell discloses sales of both *Family Circle* and *Woman's Day* by at least 110 different grocery chains. Such duplication, of course, while adding outlets for both magazines, eliminates the exclusiveness formerly enjoyed by each magazine in its original supers. Agency warns, however, that extent of duplication indicated may be misleading, because while one chain controls 184 stores, another has two, and none of the "major corporate chains" is selling both. Also, many of the 110 are still experimenting with dual distribution in only a few of their stores, have not extended the idea to all.

* * *

New research sources and services are offered by "Television Factbook" and Sindlinger & Co. Sindlinger's Television Activity Service (Media trends, January 1961) includes data delivered daily within one week of interviewing. Data are gathered each day on age and sex of the program selector, as well as on sex, age, occupation, and education of household heads and total household income. According to the research firm, the service is "designed primarily to report ownership, purchases, purchase plans, and product consumption, by make or brand, and audience characteristics of each individual television program." Household size and audience occupation are broken down by market size.

* * *

The 1961 "Television Factbook" out April 15, carries two new features. First is exact-scale reproductions of all station contour maps filed with the FCC. Beside each map, shaded to reflect coverage in each county, will be feature number two: data on each station from American Research Bureau's 1960 coverage report. New information, covering 500 pages, will double size of previous years' editions.

seventeen

IS A
GIRL'S
BEST
FRIEND



Ever try to compete with SEVENTEEN for a girl's attention? Then you know how utterly absorbed she is in this magazine . . . how she devours every word she reads. Cover-to-cover, SEVENTEEN talks only with the teen-age girl. Month after month, it gives her the understanding and guidance she craves. And she responds by giving SEVENTEEN her unshakable confidence. Result? Amazing buying action. It's the *ONE* magazine that covers the Youth Market, the \$4.8 billion market of 9½ million teen-age girls.

it's easier to **START** a habit than to **STOP** one!

SEVENTEEN MAGAZINE, 488 Madison Avenue, New York 22 • PLaza 9-8100

buying habits start in...

seventeen

The Dallas Chamber of Commerce has defined the "urban district" as an area consisting of a central standard metropolitan statistical area of more than one million population; all contiguous standard metropolitan statistical areas; and with



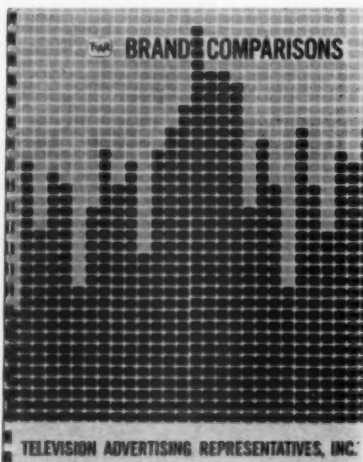
all other counties within a 50-mile radius of the dominant city. Purpose: "to place all such areas in the U. S. on a basis of full comparability. The standard metropolitan area defines a labor market area, based upon worker commuting patterns, and indicates the interdependence between a major city and the non-rural communities immediately adjacent to it.

Sixteen U. S. urban districts meeting the Dallas definition account for 47 per cent of U. S. population. According to the chamber's folder, "A New Look at America's Major Markets," this definition places Dallas in 11th place in population, 10th place in sales, ninth place in bank deposits, and seventh in number of million-dollar companies there.—A.

Wilh. Andersson Advertising Agency, Stockholm. Quarterly report No. 3, 1960, on the \$7,100 million Swedish market, includes discussion of structural changes in retail trade, new products, and new media. Among latter are Stockholm's illuminated newsboard, which flashes 1,000 feet of alternating white news items

and four-color advertisements per minute, and introduction of glow color by Stockholm's morning paper, *Dagens Nyheter*, first paper in Europe to use the effect. The 26-page report also describes recent advertising campaigns, the new trade mark law, a foodstuffs trade survey, and Swedish views on European integration. For those needing more information on Sweden, the report announces availability, for \$1.50, of the 120-page "Swedish Market 1960-61."—B.

Television Advertising Representatives, Inc. Latest report from TVAR's continuing study of brand use in each of five Westinghouse tele-



vision markets covers cigarettes, coffee, tea, beer and ale, gasoline, cold cereal, dog food, and milk additives. Among the findings: Cleveland loves dogs. Against an average of 25 per cent for the other four cities, 33 per cent of Cleveland families own dogs, making Cleveland the best dog food market. Boston, one of the best markets for instant coffee, is the poorest for instant tea. Five-market totals indicate a possible shift from filter cigarettes back to non-filter brands. Other markets covered are San Francisco, Baltimore, and Pittsburgh.—C.

Food Merchandising. "Grocers' shelves are cluttered with unprofitable sizes and brands. These dust-catchers cheat the retailer of count-

less sales and, even worse, rob the customer of full selection. Meanwhile, leading brands seldom get the display space they deserve." These are the broad findings of the first in a new series of continuing surveys to "let the retailer tell at a glance if a certain brand is pulling its weight against competing items—to match their inventories and display space with consumer demand." Results of this "Consumer Preference Index," covering items from aluminum foil to vegetable juice, will be published monthly by the magazine, broken down by small, medium, and large stores. First survey covered 60 independent grocery outlets in Passaic, Bergen, and Essex Counties, N. J.—D.

Merchants Trade Journal. Sixty-three per cent of the department store executives replying to the magazine's annual survey of business expectations think their business will increase during 1961. This compares to 87 per cent who forecast business increases



for 1960, and 83 per cent for 1959. But 21 per cent think business this year will be down, against four per cent in 1960, and nine per cent for 1959. Forecasts cover each year since 1956, and include nine regional breakdowns. Forecasts for each year are also compared to actual spending for such items as business machines, store fronts, and air conditioning, and

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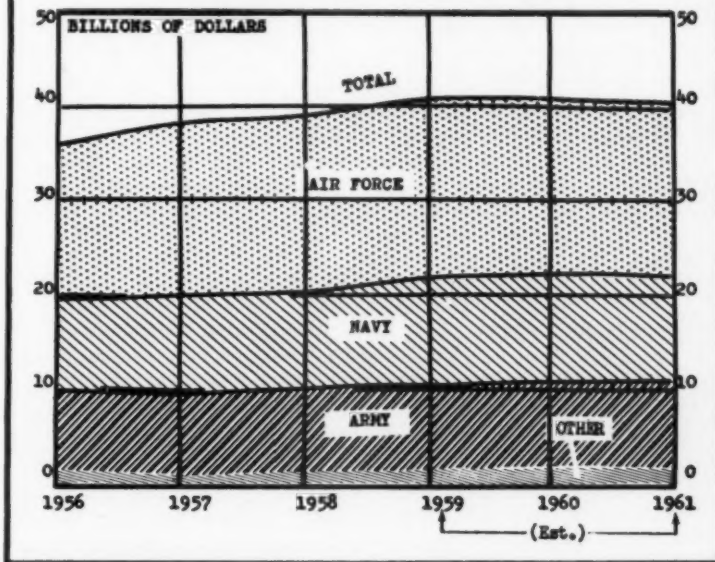
replies are broken down by department in answer to which departments are considered strongest, which will be expanded, and which will be added. Five per cent of the stores plan to add a "Teen" or "Subteen" department this year and 64 per cent think that "Sportswear" will be the strongest department.—E.

FM Broadcasting System, Inc. FM's largest audiences listen between 4:30 and 6:00 P.M., and again between 7:00 and 9:00 P.M., according to a survey of the System's 61 FM affiliates. A "typical" FM station, profiled in accordance with replies to the survey, broadcasts 18 hours a day, beginning at 6:00 or 7:00 A.M., and, while accepting transcribed commercials, makes such specifications as "no jingles," "no hard sell," and "prefers live announcements using our own announcers at no fee." Report also gives percentage of stations devoting various portions of their programming to news and to "good," "popular," and symphonic music.—F.

Midwest Farm Paper Unit's "Study of Farm Publications in Eight Midwestern States" compares coverage and preference of the Unit, *Farm Journal*, *Successful Farming*, and other farm and consumer magazines among 10,000 farm households in Indiana, Illinois, Wisconsin, Iowa, Minnesota, Nebraska, and the Dakotas. Data are given by farm size, income, sex, and various combinations of publications, as well as by each of six crops, four varieties of livestock, and ownership of seven types of farm machinery and six heavy appliances. Study, by Marplan, includes reproduction of the questionnaire and detailed descriptions of sampling and survey techniques used.—G.

Puck. Consumer intentions of buying six well-known products after seeing them advertised in various publications are investigated by a new study of media environment. Study compares ability of advertisements in comics, *Life*, *Ladies' Home Journal*, and Sunday supplements.—H.

Funds for Defense



Smith, Winters, Mabuchi, Inc. "Examination of Various Aspects of the Defense Market" concludes that the big are getting bigger, and includes plenty of graphs to show it. Main trends, says the report, are:

- While the overall defense budget has remained fairly steady since 1956, expenditures for aircraft are down. Those for missiles, research and development, electronics, and communication are up.
- Fewer systems of greater com-

plexity, produced in smaller quantities, means more work for fewer companies.

• Thus, the top 100 prime contractors, already controlling three-fourths of the procurement pie, are amassing an even larger share. Like the auto industry before it, the war-born electronics industry has grown large. Currently, 4,600 electronic firms exist, all claiming direct participation in the defense market. Only some 600 have more than 500 employees.—I.

WANT ANY OF THESE REPORTS?

If you want copies of any of these reports, fill in coupon and send to Editor, MEDIA/SCOPE, 420 Lexington Ave., New York 17.

Circle letter of reports wanted: A B C D E F G H I J K L M N O P Q R S T.

Your Name and Title: _____

Company: _____

Address: _____

Reserve space now in Television Factbook— the only reference with exclusive ARB station coverage data and FCC contour maps of all commercial stations

Nothing like it for the television industry. New Spring-Summer edition contains data never before available in one volume. For the first time, provides station area coverage and circulation at a glance.

Contour maps of all commercial stations as filed with the FCC. County-by-county and total net weekly circulation of all commercial stations as reported by the American Research Bureau. Plus all the regular features which since 1947 have made Television Factbook the industry's most frequently used reference.

Add to the impact of your free ARB data listing and station map by putting your own sales message on the facing page. Gives you the selling power of a 2-page spread for the cost of a single page. Good positions also available for film and equipment manufacturers to reach and sell station personnel.



Call, write or wire for rate card
and descriptive brochure

CLOSING DATE: MARCH 1

Television Factbook

Triangle Publications, Inc.
Box 700, Radnor, Pa.

PROMOTIONS AND PRESENTATIONS

Bureau of Advertising's new edition of "How Much Will It Cost?" facilitates quick cost estimates of newspaper campaigns in all daily newspaper cities, and in city groups of various population sizes. For each group, data are given by region and state. Other information includes number of dailies in each division, their total circulations, and cost of using the largest paper in each city.

National Association of Broadcasters. May is National Radio Month. Theme is "Radio . . . the Best Sound Around." Promotion kits sent to member stations include a special set of recorded jingles, program ideas, spot announcements, speech text, and a mat of the 1961 Radio Month symbol for printed material.

Chemical Engineering Progress. "Steps to Progress" says *CEP* has changed the rules of the advertising numbers game to favor the buyer. This is done by giving "numbers with meaning" in its "Members by Company List." This breaks down 55 per cent of *CEP's* circulation by company name, showing subscribers at each company. It also gives subscribers' titles and "actual job functions." And more data are being tabulated to show these items for the rest of its circulation. Majority of readers are "engaged in central engineering functions, whose buying influence concentrates on original installation."

Magazine Publishers Association. Because magazines have "gone out of business due to unwise juggling of second class postal rates," MPA has issued a brochure, in question and answer form, giving background on the postal rate hassle. In reply to "Is a postal increase needed?" "Magazines, the U. S. Mails, and You" answers that what's needed is proper Post Office accounting, proper allocation of costs to classes of mail, compliance with the law requiring "buried public service items" to be charged to the taxpayers, steps to raise Post Office efficiency, and Congressional insistence on Post Office acceptance of its policy encouraging newspapers and magazines to spread information

and education through low rates on editorial matter.

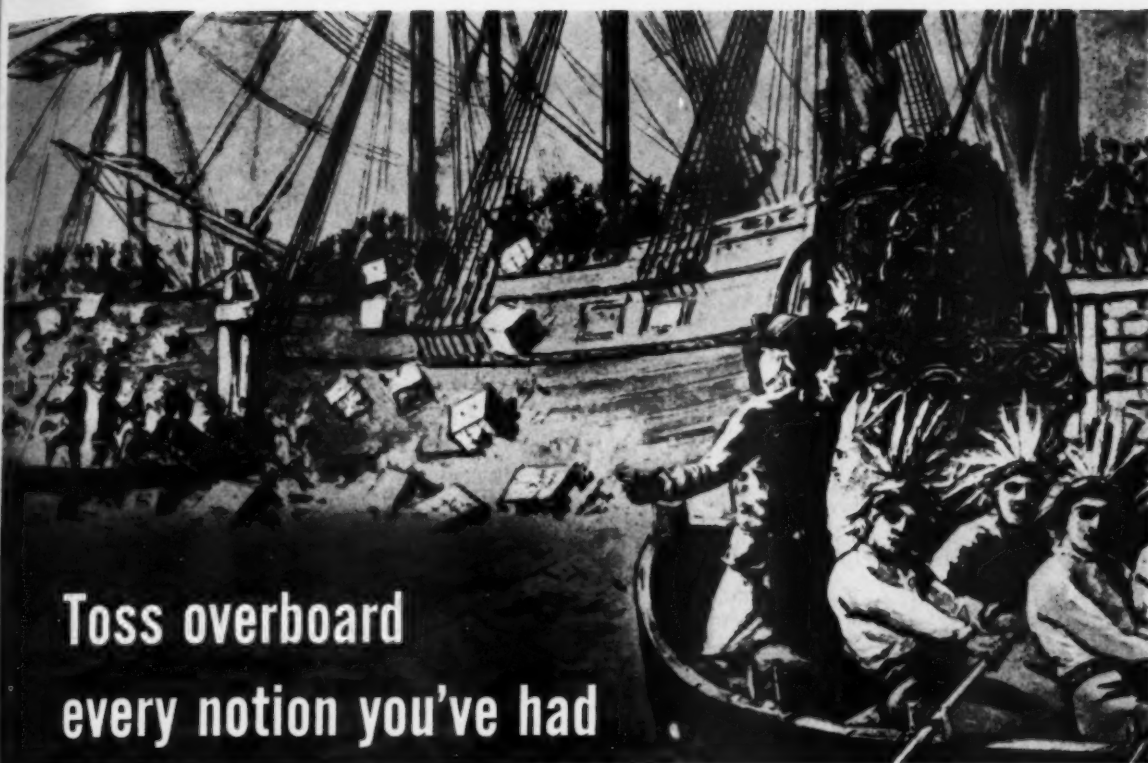
MPA's Magazine Advertising Bureau has prepared a reminder of the availability of its free circulation analysis, "Magazine Advertisers Coverage Service." Among other things, the booklet reminds that "magazine advertising is a blanket laid over the entire country in direct proportion to sales opportunity."

International Good Music, Inc. West Coast FM programming firm offers "FM Info File," a compilation of survey results including condensation of studies by Alfred Politz and the University of Southern California. Politz study covers FM radio ownership and listening in five West Coast cities. The U.S.C. survey concentrates on set ownership in Los Angeles.

Sports Illustrated. A series of articles on driving safety, to appear this month, is available to automotive advertisers. Dealer tie-ins are designed around reprint offerings, and the magazine has prepared merchandising display materials to help out.

American Restaurant, which will have news bureaus in 20 different cities by the end of this year, has issued its "Editorial Forecast for 1961" listing subjects to be featured in each of its semi-monthly issues, as well as regular departments appearing in each or in alternate issues. Another brochure, "The Road to Reader Interest," describes its reader and tells what they want in business publications, and what steps the magazine has taken to give it to them. The magazine's Media Data File gives more information on readers and editorial, plus data on its \$18 billion market.

Playboy quotes *Boot and Shoe Recorder's* "Study of Sales Potential for Footwear," *Life's* "Study of Consumer Expenditures," the National Bureau of Economic Research, The Wool Bureau, and Starch's 1960 "Consumer Magazine Report" to demonstrate why its readers are prime prospects for shoes. Among the quotes: "When income rises, buyers tend to trade up—to buy better shoes." "A socially active bachelor will buy more shoes than a father of four children with a higher income."



Toss overboard every notion you've had about Boston newspapers

All the old lineage figures for Boston newspapers belong in the harbor with the Oolong and the Pekoe.

Just 10 years ago The Globe was in second place by 8 million lines. Today we're a clear-cut first, and, in every major advertising classification, we're showing greater gains than the runner-up.

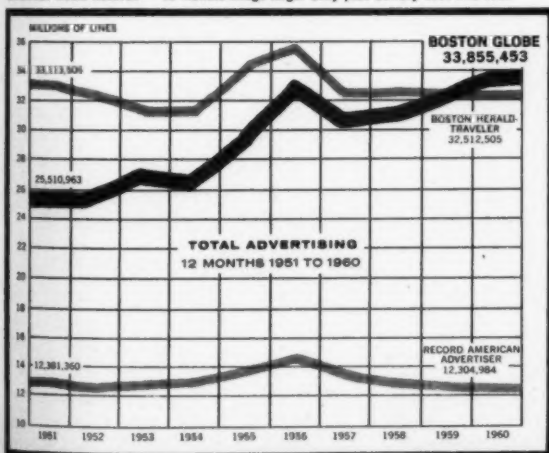
One reason is that advertisers like The Globe's big, daily, 335,941 circulation — practically unduplicated circulation, too, since hardly any-

body reads *both* the Morning Edition and the Evening Edition.

What's the reason for our circulation growth? We think it's our good editorial policy (we won more journalism awards last year than all other Boston newspapers combined) — complete, non-partisan presentation of the news — and a deep-roots-in-Boston attitude. Readers go for it.

So, send up a smoke signal for The Boston Globe salesman. He'll come by with facts and figures.

SOURCE: Media Records — 12 Months linage larger daily plus Sunday 1951 and 1960



The Boston Globe is now first in total advertising linage by 1,342,948 lines

A MILLION MARKET NEWSPAPER

NEW YORK • CHICAGO • DETROIT • LOS ANGELES • SAN FRANCISCO

TOP TV SHOWS

AUDIENCE:

Videodex National Rating Analysis • Dec. 1-Dec. 7 • Top Five Programs Daily*

Show	Rating	Network	Sponsor
SUNDAY			
1. Ed Sullivan	28.9	CBS	Colgate
2. Candid Camera	26.1	CBS	Bristol-Myers
3. G.E. Theatre	25.2	CBS	General Electric
4. What's My Line?	24.6	CBS	Sunbeam
5. Maverick	23.1	ABC	R. J. Reynolds, Kaiser, Armour, Brillo, Noxzema, Derby

MONDAY			
1. Danny Thomas	27.6	CBS	General Foods
2. Andy Griffith	26.4	CBS	General Foods
3. Bringing Up Buddy	23.7	CBS	Scott
4. Hennessey	22.5	CBS	P. Lorillard
5. Cheyenne	22.2	ABC	R. J. Reynolds, Peter Paul, Bristol-Myers

TUESDAY			
1. Red Skelton	27.9	CBS	Pet Milk
2. Wyatt Earp	24.9	ABC	Procter & Gamble
3. Rifleman	24.0	ABC	Procter & Gamble
4. Garry Moore	23.1	CBS	Plymouth-DeSoto-Valiant Dealers
5. Thriller	22.8	NBC	General Foods

WEDNESDAY			
1. Perry Como	27.0	NBC	Kraft
2. Wanted Dead or Alive	24.3	CBS	Kimberly-Clark
3. Wagon Train	23.4	NBC	Ford
4. Price Is Right	22.5	NBC	Speidel
5. Circle Theatre	21.9	CBS	Armstrong Cork

Show	Rating	Network	Sponsor
THURSDAY			
1. Untouchables	29.7	ABC	Beecham, Whitehall, Sunbeam, Elgin
2. Real McCoys	26.1	ABC	Procter & Gamble
3. My Three Sons	23.1	ABC	Chevrolet
4. June Allyson	20.1	CBS	Dupont
5. Family Classics	19.0	CBS	Breck

FRIDAY			
1. 77 Sunset Strip	28.5	ABC	American Chicle, American Home, Beecham
2. Twilight Zone	25.2	CBS	Colgate
3. Rawhide	23.7	CBS	Drackett, Colgate-Palmolive, General Foods
4. Route 66	21.3	CBS	Chevrolet, Sterling Drug
5. Flintstones	20.7	ABC	Miles

SATURDAY			
1. Boxing (Champ)	30.6	ABC	Miles, Brown & Williamson
2. Gunsmoke	27.2	CBS	Remington Rand
3. Have Gun, Will Travel	26.7	CBS	Lever Brothers, Whitehall
4. Checkmate	25.5	CBS	Brown & Williamson, Kimberly-Clark
5. Perry Mason	23.7	CBS	Parliaments, Sterling Drug, Moores

* Figures indicate percentage of all TV homes viewing program in question at its time period in market areas covered.

TvQ "TOP TWENTY" PROGRAMS—December 1960

Rank	Program	Total U.S.A.		East		Midwest		South		Far West	
		Fam.	TvQ	Fam.	TvQ	Fam.	TvQ	Fam.	TvQ	Fam.	TvQ
1	Wagon Train	89	54	86	45	90	46	91	63	85	63
2	Bonanza	70	50	62	45	67	45	81	53	71	58
3	The Untouchables	68	48	70	51	69	51	66	42	66	44
4	Red Skelton Show	86	46	83	44	87	49	89	47	84	43
5	The Flintstones	48	45	53	41	51	49	39	44	51	44
6	Real McCoys	85	45	84	41	88	44	86	51	80	44
7	Gunsmoke	87	42	82	38	88	42	93	47	83	38
8	Rawhide	75	42	67	30	75	42	86	50	66	46
9	Perry Mason	80	41	80	41	78	40	85	41	74	41
10	Rifleman	81	41	77	36	83	40	84	46	79	42
11	Andy Griffith Show	53	40	49	33	53	40	64	46	37	40
12	Ernie Ford Show	80	39	74	32	79	38	88	47	80	39
13	77 Sunset Strip	81	39	81	40	81	40	82	39	80	34
14	Hawaiian Eye	65	38	65	38	67	37	65	37	65	39
15	Cheyenne	77	37	73	34	77	36	82	41	75	37
16	My Three Sons	48	37	47	36	49	38	43	33	56	39
17	Candid Camera	58	36	62	33	58	40	57	38	50	33
18	Father Knows Best	87	36	86	36	88	36	91	34	81	42
19	Walt Disney Presents	77	36	76	31	76	36	76	35	84	44
20	Matty's Funday Funnies*	38	35	35	28	42	39	36	35	36	35
	Surfside 6*	44	35	44	36	46	37	43	35	44	31

* Tied for 20th place

Familiarity: The proportion of respondents with any opinion about a program. This measures the awareness of the program.

TvQ Score: A qualitative measurement of the degree of enthusiasm for a program. TvQ Score = This score is determined as follows:

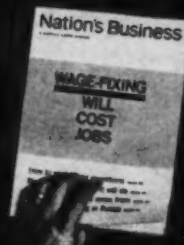
Percent Saying
"One of My Favorites"
Familiarity



How to sell today

413 BUSINESS FIRMS PURCHASED 10,248 REPRINTS OF THIS USEFUL REPORT

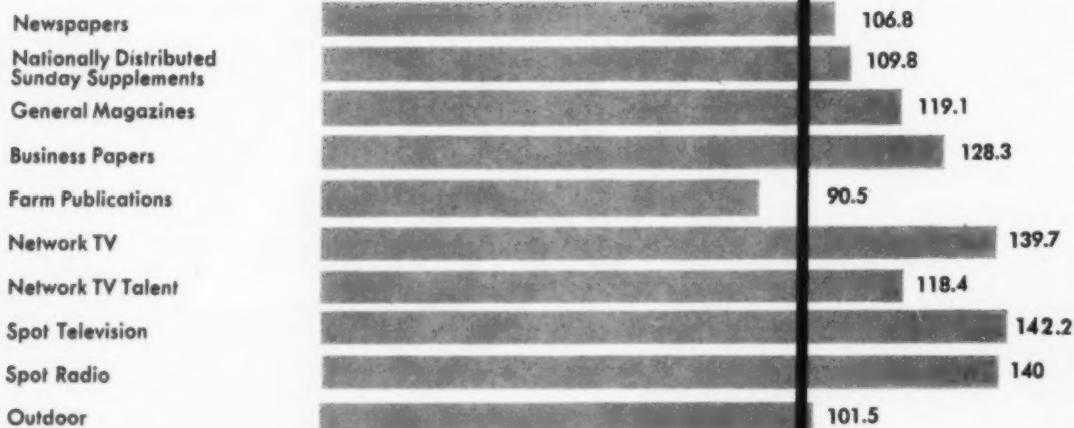
The modern salesman represents the very personality of his company, according to the editors of Nation's Business. In "How to Sell Today," (October issue) they describe the skills essential to fulfilling the new, broader functions of selling . . . becoming a "business counselor." Because all forms of selling are on the rise, this report stimulated requests for 10,248 extra copies from 413 firms. Business executives respond to Nation's Business . . . that's why advertisers use more coupons and "keyed" advertisements in Nation's Business than in any other general business or news magazine. Action in business results when you advertise in Nation's Business.



Nation's Business WASHINGTON / ADVERTISING HEADQUARTERS · 711 THIRD AVENUE, NEW YORK 17, N.Y.

Record of National Advertising Expenditures

First Nine Months 1960

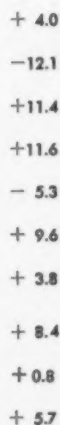


First Nine Months	\$ Volume 1960	\$ Volume 1959
Newspapers	\$ 518,900,000	\$ 498,700,000
Nationally Distributed Sunday Supplements	60,300,000	68,600,000
General Magazines	589,900,000	529,800,000
Business Papers	424,400,000	380,400,000
Farm Publications	38,100,000	40,300,000
Network TV	494,400,000	451,000,000
Network TV Talent	265,000,000	255,300,000
Spot Television	440,500,000	406,300,000 ^R
Spot Radio	140,500,000	139,400,000
Outdoor	92,100,000	87,200,000

R = Revised

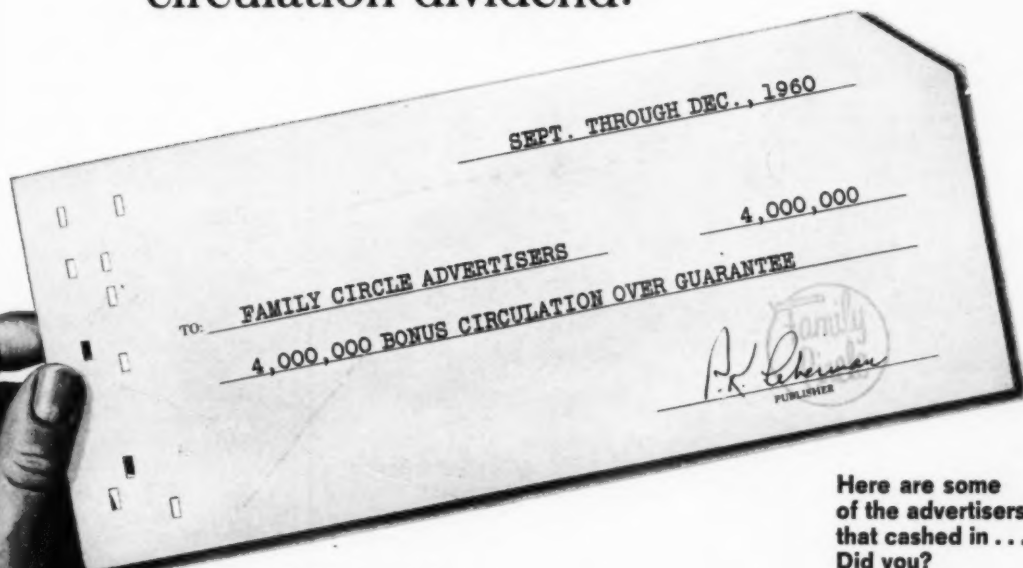
Data on radio, direct mail, point-of-purchase, transportation, and other media not available quarterly on an adequate basis.

PER CENT CHANGE 1960 - 1959



Prepared exclusively for MEDIA/SCOPE by J. K. Lasser & Co. SOURCES: Newspapers: Media Records, Inc. Supplements: Publishers Information Bureau. General Magazines: Publishers Information Bureau. Business Papers: J. K. Lasser & Co. Farm Publications: Farm Publication Reports, Inc. Network Television: NABAR reports from Television Bureau of Advertising. Spot Television: Television Bureau of Advertising. Spot Radio: Station Representatives Assn. Outdoor: Outdoor Advertising Inc. Network TV talent and production: MEDIA/SCOPE.

If you advertised
in Family Circle
September through December, 1960,
you received this
circulation dividend:



Here's what happened:

Family Circle's guaranteed circulation...	5,000,000 per month
Family Circle's delivered circulation....	*6,000,000 per month
	Sept.-Dec., 1960
Family Circle's guaranteed circulation...	20,000,000
	Sept.-Dec., 1960
Family Circle's actual sales.....	*24,000,000
	Sept.-Dec., 1960
Total Dividend Circulation.....	4,000,000
	Sept.-Dec., 1960

(*Estimated)

This four month Circulation Dividend came from single copy sales only! That's because Family Circle offers no deals, no cut-rates, no subscriptions. Every issue sells on its own merits.

Here's why it happened:

Family Circle is sold in supermarkets where 70% of the total chain grocery volume is done. It is bought by homemakers, women vitally interested in new products and ideas for their families, meals and homes. And, Family Circle's new "for homemakers only" editorial policy reaches

these women with money to spend for new products and ideas. These facts have made Family Circle America's fastest-selling, fastest-growing woman's magazine!

In fact, on March 1st, 1961, Family Circle's guaranteed circulation has already been increased to 5,250,000 homemakers!

And here's what will happen:

Announcing new
5,500,000 guarantee, Sept. issue'

†And still the lowest cost per M of any woman's magazine!

Here are some
of the advertisers
that cashed in ...
Did you?

GENERAL MILLS, INC.
QUAKER OATS CO.
GENERAL FOODS CORP.
CAMPBELL SOUP CO.
KRAFT FOODS CO.
ARMOUR & CO.
CORN PRODUCTS CO.
AMERICAN HOME
PRODUCTS
H. J. HEINZ CO.
BRISTOL-MYERS CO.
R. T. FRENCH CO.
WM. WRIGLEY JR. CO.
AMERICAN TELEPHONE
& TELEGRAPH CO.
GENERAL MOTORS CORP.
NORWICH PHARMACAL CO.



"For homemakers only"

TRENDS IN NATIONAL NEWSPAPER ADVERTISING

DECEMBER AND YEAR 1960 vs 1959

	DECEMBER		YEAR	
	1960 vs 1959	% of	1960 vs 1959	% of
	%	Total	%	Total
	Gain or Loss		Gain or Loss	
GENERAL				
Alcoholic Beverages	-7.8	18.7	+2.1	9.3
Foods	*	17.0	*	14.0
Baby Foods	*	0.1	*	0.3
Baking Products	*	2.2	*	1.8
Beverages	*	2.8	*	2.3
Cereals & Breakfast Foods	-68.8	0.2	-39.8	0.4
Condiments	+152.6	1.8	+7.4	1.1
Dairy Products	+70.1	3.7	-5.0	2.0
Frozen Foods	*	0.9	*	1.1
Meats & Fish	*	1.6	*	1.1
Industrial	-69.6	1.2	-20.3	2.3
Insurance	-23.9	1.1	+3.1	1.6
Medical	-2.5	1.6	-4.7	2.4
Public Utilities	-2.9	2.9	-1.5	2.7
Publishing & Media	*	9.8	*	9.1
Radio, TV & Phonographs	*	2.0	*	1.2
Sporting Goods, Cam. & Photo Suppl.	+1.2	1.7	+19.8	1.0
Tobacco	-16.8	4.0	-29.6	4.2
Toilet Requisites	-32.1	2.2	+5.2	3.1
Dentifrices	-75.8	0.1	+4.9	0.3
Men's Toiletries	*	0.8	*	0.7
Perfumes & Cosmetics	*	1.0	*	1.4
Toilet Soaps	-60.2	0.1	-53.3	0.2
Transportation	-2.5	7.8	+3.8	10.3
Airways	+7.3	4.9	+1.5	6.6
Bus Lines	-17.0	0.4	+88.2	0.7
Railroads	-25.9	0.7	-21.8	0.9
Steamships	-28.1	0.7	+9.1	1.1
Tours	+12.1	0.8	+14.3	0.8
Wearing Apparel	+46.6	1.0	+15.8	1.3
TOTAL GENERAL	-5.4	82.4	-2.6	76.4
AUTOMOTIVE				
Gasolines & Oils	+79.6	2.2	-21.8	2.1
Passenger Cars—New	-18.3	8.7	+8.7	13.8
Tires & Tubes	-31.4	0.5	+1.0	1.3
Trucks & Tractors	+975.5	0.4	-15.4	0.4
TOTAL AUTOMOTIVE	-3.6	17.6	+5.0	23.6
TOTAL GENERAL AND AUTOMOTIVE	-5.1	100.0	-0.9	100.0

* New or adjusted Classifications in 1960, no direct 1959 comparisons available.

Media/dates

FEB.

- 14-15: Assn. of National Advertisers, Cooperative Advertising Workshop, Hotel Ambassador, Chicago.
16: Business Publications Audit of Circulation, The Biltmore, N. Y.

MARCH

- 2: Associated Business Publications, Hotel Roosevelt, N. Y.
16-21: National Federation of Advertising Agencies, Sahara Hotel, Las Vegas.
26-30: National Business Publications, El Mirador, Palm Springs, Cal.

APRIL

- 7-8: Southwest Assn. of Advertising Agencies, Marriott Motor Hotel, Dallas.
16-19: Assn. of National Advertisers, Sheraton Park, Washington, D. C.
17-20: International Advertising Assn., Waldorf-Astoria, N. Y.
20-22: American Assn. of Advertising Agencies, The Greenbrier, White Sulphur Springs, W. Va.
24-27: American Newspaper Publishers Assn., Waldorf-Astoria, N. Y.

MAY

- 1-3: Assn. of Canadian Advertisers, Royal York, Toronto.
2: American Marketing Assn. Seminar in Marketing Management, Miami University, Oxford, Ohio.
4-6: Associated Business Publications, The Homestead, Hot Springs, Va.
4-8: American Women in Radio and Television, Statler-Hilton, Washington, D. C.
7-9: Magazine Publishers Assn., The Greenbrier, White Sulphur Springs, W. Va.
7-11: National Assn. of Broadcasters, Washington, D. C.
16-19: Catholic Press Association, Vancouver Hotel, Vancouver, B. C.
21-24: National Newspaper Promotion Assn., Waldorf-Astoria, N. Y.
25-28: Federation of Canadian Advertising and Sales Clubs, Ottawa, Ontario.
27-31: Advertising Federation of America, Park Sheraton, Washington, D. C.

Media/scope's

Advertising Cost Index

Reported by Media/scope's Research Department

Ad Rate Changes:

December 1959 to December 1960

100 \$104.36



Business Publications

The average business publication advertising campaign in December 1960 cost \$104.36, compared with a cost of \$100 for the identical schedule in December 1959. During this period circulation increased by 1.0 per cent and cost-per-thousand and 3.4 per cent.

100 \$109.16



Consumer Magazines

To duplicate the typical magazine advertising campaign schedule of December 1959 in December 1960, it cost the advertiser \$9.16 more per \$100 allocated for space. Meanwhile, both circulation and cost-per-thousand rose about 5 per cent.

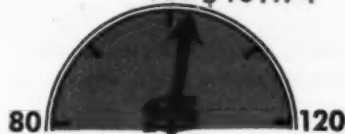
100 \$103.96



Daily Newspapers

In December 1960 the average daily newspaper campaign cost 4.0 per cent more than the same schedule of December 1959. Circulation rose 1.0 per cent and cost-per-thousand 3.0 per cent during this period.

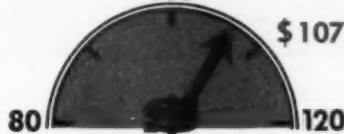
100 \$101.74



Spot Radio

For every \$100 invested in time costs for a spot radio campaign in December 1959, the advertiser in December 1960 had to increase his advertising investment \$1.74 per \$100 allocated the previous year.

100 \$107.75



Spot Television

During the 12-month period December 1959 to December 1960, the advertiser had to increase his expenditures for spot television time costs by approximately 8 per cent.

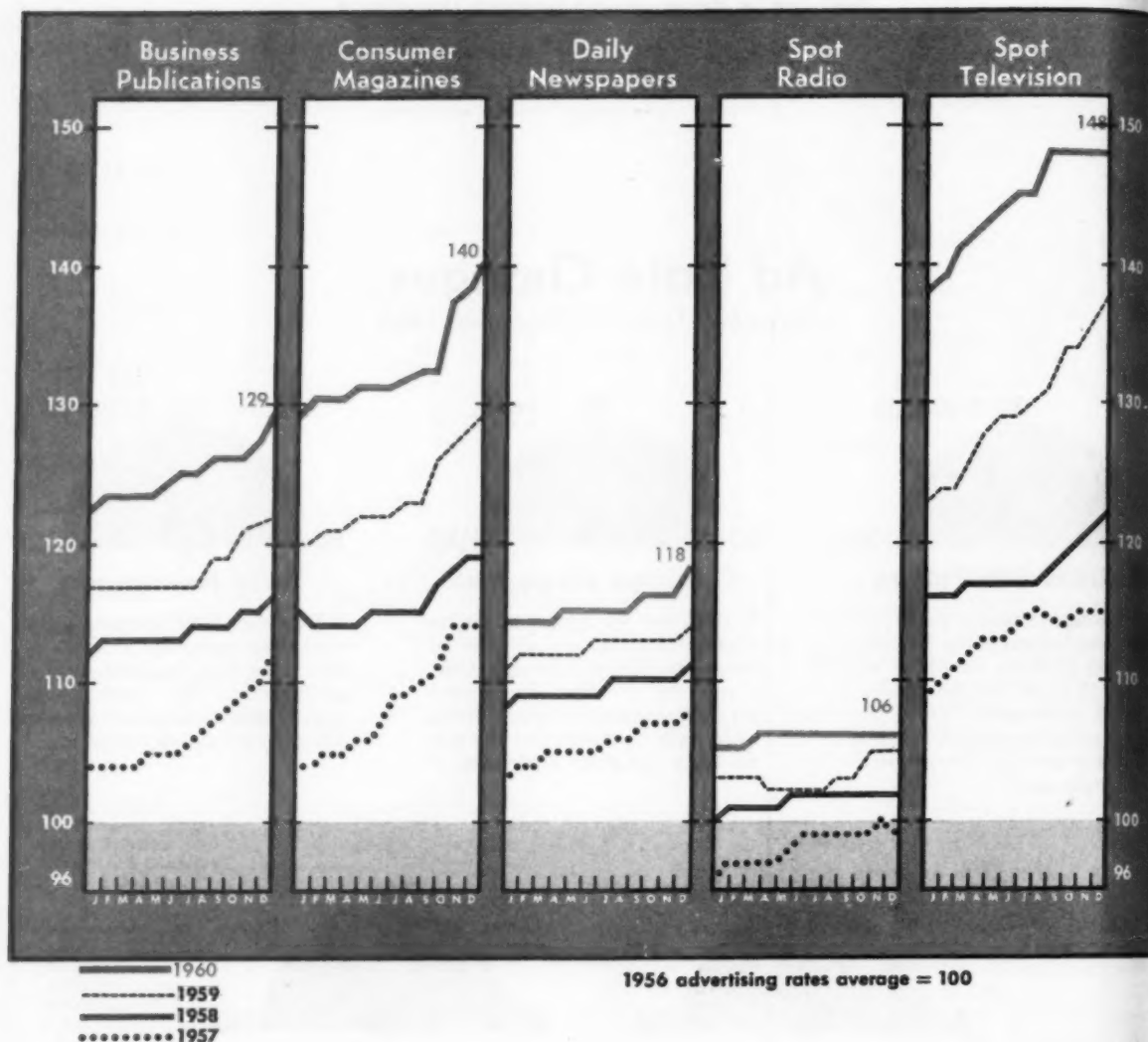
Note: in all meters \$100 = unit cost for December 1959

Source: Standard Rate & Data Service, Inc.

Charts and meters may not be reproduced without written permission.

Ad Rate Indexes:

Long-term Trends



Business Publications

In December 1960 business publication space rates were 29 per cent higher than the 1956 yearly average. Circulation had increased 15 per cent above the 1956 base; and cost-per-thousand had risen 12 per cent.

Consumer Magazines

Consumer Magazine page rates in December 1960 were approximately 40 per cent higher than in the 1956 base period. During this time circulation had increased 17 cent, and cost-per-thousand had increased 20 per cent.

Daily Newspapers

Since the 1956 base period, daily newspaper display rates had risen approximately 18 per cent by December 1960. Circulation, during the period, rose 3 per cent, and cost-

per-million rose 14 per cent.

Spot Radio

Time charges of a national spot radio campaign of 1956 would in December 1960 have cost the advertiser 6 per cent more than during the 1956 period. The December 1959 rates, by comparison, were 5 per cent above the 1956 average.

Spot Television

Duplicating the spot television campaign of 1956, in December 1960, the advertiser had to increase his allocation for the time costs by 48 per cent. Spot television national rates continued their upward climb. In December 1958 and December 1959, rates were 23 and 38 per cent above the 1956 average, respectively.



IN BUFFALO Food Stores Start the Day Right...in the Morning

Five out of six of Buffalo's largest retail food advertisers run the first announcements of their weekly offerings in the *Morning Courier-Express*. They catch the housewife when she's planning menus and making up her shopping list.

Last year, the *Courier-Express* carried a weekly average of 11 pages of retail grocery advertising. This in-the-morning selling power of the *Courier-Express* is further proved by leadership in such major classifications as men's clothing stores, women's clothing stores, men's-women's clothing stores, automobile dealers and many others.

Whether you sell men—or women—or both, you cannot reap your full share of the Buffalo market without the *Courier-Express*.

FOR MORE ADVERTISING FOR YOUR DOLLAR concentrated on those with more money to spend use the *Morning Courier-Express* to reach Western New York's top 160,000 households.

FOR SATURATION use the *Sunday Courier-Express*, the state's largest newspaper outside of Manhattan, to blanket the 489,903 families in Buffalo and the eight surrounding counties.

For Total Selling in this Great Market

Buffalo Courier-Express

Western New York's Greatest Newspaper

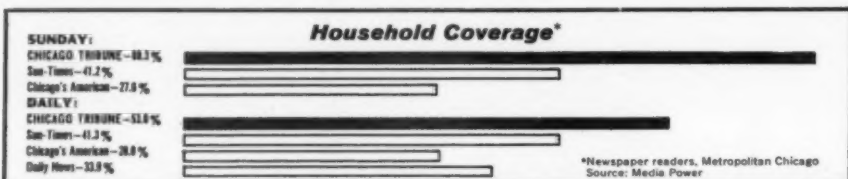
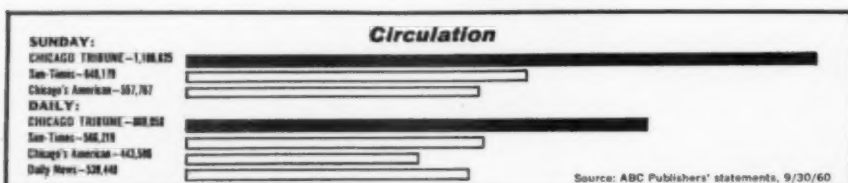
ROF COLOR 7 DAYS

Represented Nationally by
NEWSPAPER MARKETING ASSOCIATES
SCOLARO, MEEKER & SCOTT DIVISION
New York, Chicago, Philadelphia, Detroit
DOYLE & HAWLEY DIVISION
Los Angeles and San Francisco

\$72,000,000

New all-time high in 20-year trend to the Chicago Tribune—a tribute to advertising results

THE REASONS:



Buyer Coverage in Metropolitan Chicago

PURCHASE CLASSIFICATION	NET % ADDED BY SECOND DAILY TO DAILY TRIBUNE			PURCHASE CLASSIFICATION	NET % ADDED BY SECOND DAILY TO DAILY TRIBUNE		
	SUNDAY TRIBUNE %	DAILY TRIBUNE %	TO DAILY TRIBUNE		SUNDAY TRIBUNE %	DAILY TRIBUNE %	TO DAILY TRIBUNE
New Cars	77.1	54.5	19.6	Clothes Dryers	78.6	51.8	25.8
Homes	73.5	53.9	14.7	Men's Suits	71.9	54.8	21.7
Furniture	70.5	55.7	21.3	Women's Street Dresses	66.7	49.9	21.8
Airline Travel	81.2	63.7	16.9	Books	72.2	54.0	22.3
Auto Insurance	74.0	53.7	22.0	Luggage	79.8	66.8	14.5
Dishwashers	86.3	63.6	18.1				

Source: Media Power

MILLINE RATES				Low Cost			
Based on total circulation and 5,000 lines of advertising—daily newspapers				Cost-per-thousand Households* in METROPOLITAN CHICAGO			
				Based on a 1,000 line ad at 5,000 line contract rates—daily newspapers			
CHICAGO TRIBUNE.....	\$2.23			CHICAGO TRIBUNE.....	\$1.71		
Sun-Times.....	\$2.44			Sun-Times.....	\$1.91		
Chicago's American.....	\$2.20			Chicago's American.....	\$1.84		
Daily News.....	\$2.56			Daily News.....	\$2.33		
Sun-Times/News.....	\$2.25†			Sun-Times/News.....	\$2.01†		
†This milline rate available only in forced combination				†This cost-per-thousand available only in forced combination			

THE RESULTS FOR YOU:

THE TRIBUNE has what it takes to get the results you want. These facts prove clearly that it merits its rating as Mid America's No. 1 sales tool.

ECONOMY

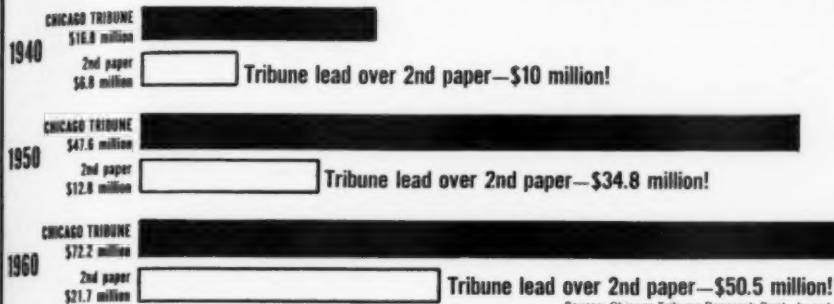
Daily and Sunday, it reaches your hottest prospect

list in this important market—at an economical cost-per-thousand.

READER INVOLVEMENT

The Tribune's millions of adult readers exhibit the same high degree of confidence in its advertising columns as in its news and features. The result is a greater responsiveness to your advertising—

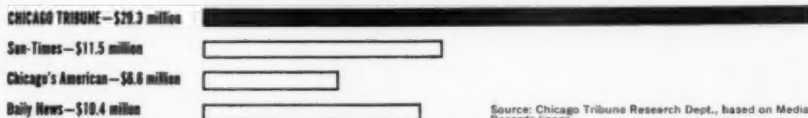
20-YEAR TREND IN ADVERTISING EXPENDITURES



Source: Chicago Tribune Research Dept., based on Media Records lineage

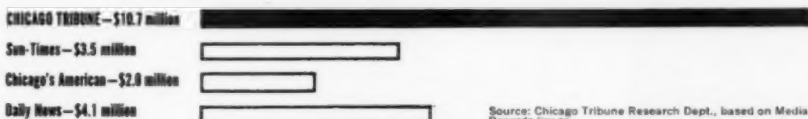
THE RECORDS:

Retail Advertising Expenditures—1960



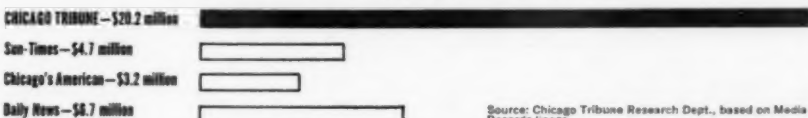
Source: Chicago Tribune Research Dept., based on Media Records lineage

Department Store Advertising Expenditures—1960



Source: Chicago Tribune Research Dept., based on Media Records lineage

General Advertising Expenditures—1960



Source: Chicago Tribune Research Dept., based on Media Records lineage

Classified Ad Count*—1960



*Expenditure data not available for all papers.
Source: Chicago Tribune Research Dept.

atmosphere crackling with action—which is unmatched in any other Chicago advertising medium.

MARKETING KNOW-HOW

In service to advertisers, the Tribune is also unrivaled. Few media have such vast marketing resources to help advertisers sell. From scores of its own studies, from hundreds of outside sources, the

Tribune sifts and selects important facts for you and brings them to bear on your marketing problems.

For greater sales and profits in 1961, put the force of the Tribune to work for you in the nation's second-largest market.

Chicago Tribune
THE WORLD'S GREATEST NEWSPAPER



Guns & Shooting... Exclusively!

Over 100 pages monthly, devoted solely to the interests of more than 360,000 active shooters and hunters.

Sample copy on request.

The AMERICAN RIFLEMAN Magazine
SCOTT CIRCLE WASH. 6 D.C.

IF YOU WANT YOUR ADVERTISING TO SELL the conservative PROTESTANT CHURCH MARKET



...put it in

MOODY MONTHLY

A trusted, invited counselor (and "invited" salesman) in 100,000 homes... a powerful influence in its field since 1900.

75.3% of M/M's subscribers hold positions of influence in more than 60,000 conservative Protestant churches.

71% of M/M's audience is unduplicated by the other two leading monthly magazines in the conservative field.

83% of M/M's subscribers indicate that they do not read the three leading Protestant trade journals.

For further information, call or write
Lawrence Zeltner, advertising manager

MOODY MONTHLY

820 N. LaSalle Street • Chicago 10, Illinois

PERSONNEL CHANGES

NAME	FORMER COMPANY AND POSITION	NEW COMPANY AND POSITION
Agencies		
Edward L. Bond	Young & Rubicam, Inc., Senior V.P.	Young & Rubicam, Inc., Exec. V.P., General Mgr.
Gordon Buck	Aubrey, Finlay, Marley & Hodgson, Inc., Chicago, General Mgr.	Needham, Louis and Brorby, Inc., Chicago, Media Supv.
Malcolm C. Choate	Cory Snow, Inc., Boston, Media, Resch. Dir.	Culver Advertising, Inc., Walter B. Snow & Staff, Dir. Media, Resch.
Robert P. Engelke	Ted Bates & Co., Inc., Media Supv.	Ted Bates & Co., Inc., V.P., Assoc. Media Dir.
Joseph Epstein, Jr.	Fitzgerald Advertising, New Orleans, Merchandising Exec.	Walker Saussy Advertising, New Orleans, Media and Merchandising Dir.
Jerome R. Feniger	Cunningham & Walsh, Inc., V.P., Radio, TV Programming	Cunningham & Walsh, Inc., V.P. for Television
N. T. Garrabrant	North Advertising Incorporated, Media Dir.	North Advertising Incorporated, V.P., Media Dir.
John J. Hackett	Erwin Wasey, Ruthrauf and Ryan, St. Paul, Media Dir.	Knox Reeves Advertising, Minneapolis, Assoc. Media Dir.
Robert W. Hall	Thompson-Koch Company, Inc., Radio, TV Time Buyer	Thompson-Koch Company, Inc., Media Dir.
Irving Hill	Miller, Mackay, Hoeck & Hartung, Dir., Outdoor	Botsford, Constantine & Gardner, Outdoor Adv. Dir.
Frank Kemp	Compton Advertising, Inc., V.P., Media Dir.	Compton Advertising, Inc., Senior V.P., Media Dir.
Marjorie La Neve	Sullivan, Stauffer, Colwell & Bayles, Media Supv.	Sudler & Hennessey, Media Dir.
Donald E. Leonard	Fuller & Smith & Ross Inc., Dir. of Media	Fuller & Smith & Ross Inc., V.P., Dir. of Media
Helen Lydon	John W. Shaw Advertising, Chicago, Dir., Radio, TV	Clinton E. Frank Inc., Mgr. Radio, TV
Dave Nathan	Curtis Advertising Company, Inc., Dir. Radio, TV	Curtis Advertising Company, Inc., V.P., Dir. Radio, TV
Harmon O. Nelson	Fuller & Smith & Ross, Broadcast Dir., Los Angeles	MacManus, John & Adams, Inc., Los Angeles, Broadcast Dir., Western Div.
F. Richard Olsen	Doherty, Clifford, Steers & Shenfield, Inc., Senior Time Buyer	Doherty, Clifford, Steers & Shenfield, Inc., Asst. Media Supv.
George J. Rosenkranc	Al Paul Lefton, Media Buyer	Geyer, Morey, Madden & Ballard, Inc., Media Buyer
John S. Rothschild	Doherty, Clifford, Steers & Shenfield, Inc., Senior Space Buyer	Doherty, Clifford, Steers & Shenfield, Inc., Asst. Media Supv.
Robert Steres	D'Arcy Advertising Co., St. Louis, Air Media Staff	D'Arcy Advertising Co., San Diego, Media Dir.
Kelso M. Taeger	McCann-Erickson, Detroit, V.P., Media Dir.	McCann-Erickson, New York, V.P., Mgr., Media Dept.
Advertisers		
H. Walton Cutshall	Eastern Air Lines, Chicago, Assist. V.P., Sales Mgr.	Eastern Air Lines, New York, Dir., Adv.
James F. Mattox, Jr.	General Motors Corp., Oldsmobile Div., Field Sales Mgr., Minneapolis	General Motors Corp., Oldsmobile Div., Dir. of Adv.
Glenn A. Miller	Cleveland Automatic Machine Company, J. H. Day Company, Adv. Mgr.	R. K. LeBlond Machine Tool Company, Cleveland Automatic Machine Co., J. H. Day Co., Adv. Mgr.
William L. Morrisette, Jr.	Eastern Air Lines, V.P. Sales	Eastern Air Lines, V.P. Sales, Adv.

Adver
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She's
pre-sold
here,
but...



...when she's ready to buy,
she turns to the Yellow Pages

Advertise in magazines, newspapers, TV or radio? You belong in the Yellow Pages, too. It's the last link in your advertising chain. Reaches your customers right when they're ready to buy.

Now National Yellow Pages Service helps you run selling advertising in the Yellow Pages - ads that back your national or regional campaign.

National Yellow Pages Service also gives you marketing facts and figures that guide you in buying just the

right combination of directories to fit your precise markets. Couldn't be easier to buy. One contact, one contract and one monthly bill do it all.

For details on how to complete your advertising chain, contact your National Yellow Pages Service representative through your Bell Telephone Business Office.

ONE CONTACT/ONE CONTRACT/ONE MONTHLY BILL





"BIBLE OF THE INDUSTRY"

Through long and often somewhat presumptuous usage, this tired old tag has been applied to a long and oddly-assorted list of business-papers. Obviously, it's supposed to imply authority and prestige, as the one-and-only indispensable reference work with the highest reader interest in its field.

Here at Miller Freeman, we'd never go so far as to say that any of our publications or their special issues are "indispensable" to anybody (except us, maybe). However, we do have a pretty good track record, something we know for the good reason that our readers and advertisers tell us.

We know, for instance, that the World Review Numbers of *Pulp & Paper* and *Pulp & Paper International* get long hard use. The same goes for our *Timberman* and *Lumberman* special issues, and our annual *Handbook & Directory of the Forest Industries*, and others, which earn their keeping all over the country.

We feel that these references are an important MFP service; useful, authoritative guides to better business through better knowledge. Next time you're wrapping up a schedule for any of our markets, spot some insertions in these issues as part of your program. You'll be in good company.

MEASURED TO MARKET

Coverage-Content-Cost

PULP & PAPER • PULP & PAPER INTERNATIONAL • CONSTRUCTION WORLD • THE LUMBERMAN • THE TIMBERMAN • WORLD WOOD • MINING WORLD • WORLD MINING • CLEANING AND LAUNDRY AGE • SEA & Pacific Motor Boat • PACIFIC FISHERMAN • PACIFIC LAUNDRY & CLEANING JOURNAL • WESTERN BAKER



MILLER FREEMAN PUBLICATIONS

San Francisco • New York • Chicago
• Seattle • Cleveland • Vancouver,
B. C. • Los Angeles • Atlanta •
Portland, Ore. • London, England •
Cologne, W. Germany

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FREE

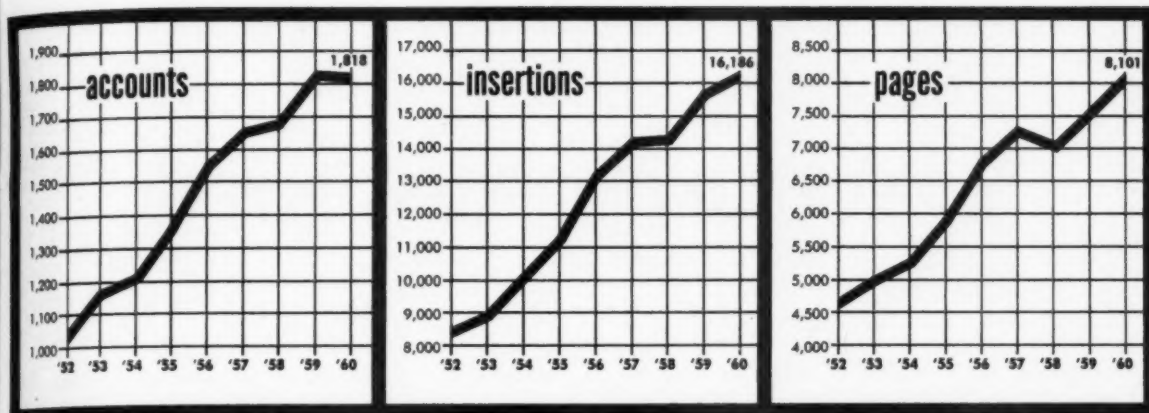
NEWSLETTER ON DIRECT MAIL ADVERTISING

Keep up-to-date with newest developments in direct mail field. Learn latest ideas, techniques, methods to improve your results. Unique FREE service tells where and how to get facts and articles you want. To get this newsy direct mail guide regularly, without cost or obligation, send your name and address NOW to:

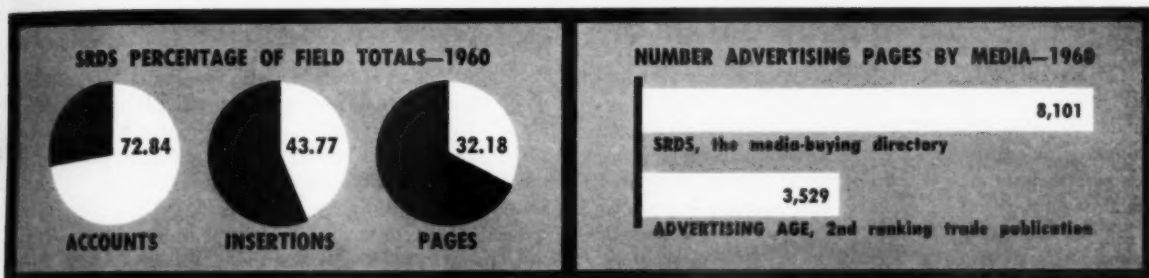
The Reporter of Direct Mail
Advertising

304 Seventh St., Garden City, N. Y.

NEW LIGHT on the direction media-selling strategy is taking



**Year-end 1960 totals confirm it... no advertising publication
carries as much media advertising as SRDS**



*Charts based on activity in 21 advertising trade publications
SRDS Advertising Checking Service*

Where did media advertising go in 1960? The trendlines are clear. Media sellers, as a group, continue to be more advertising-minded than ever. In the trade press and SRDS, advertising pages were up 4.6%—advertising insertions up 1.9%.

Within this continuing growth trend is the suggestion of a significant development, new light on the direction media-selling strategy is taking.

Based on the record it would seem that media owners are clearly placing more and more emphasis on a unified, tighter-knit marketing approach . . . linking all their selling efforts to the known way advertising people buy (their habitual use of SRDS and constant need for quickly accessible media and market information).

This keying of selling actions to the special buying practices of advertising is suggested in other ways—the number of media sellers who use SRDS exclusively among those who limit their advertising to a single publication (roughly, 2 out of 3). And also by the growing preponderance of dominant Service-ads, carrying thorough “tell-all” information on a regular basis in the media-buying directory of advertising.

Apparently, a growing percentage of publishers and station owners consider their advertising in SRDS the keystone about which an effective selling program is built . . . and are making sure their Service-ads in SRDS are as competent as possible—filled with good media information on their market, their audience, their medium . . . well-planned and thoroughly useful.

Standard Rate & Data Service, Inc.
the national authority serving the media-buying function

C. Laury Botthof, President and Publisher
5201 Old Orchard Road, Skokie, Illinois

SALES OFFICES: SKOKIE • NEW YORK • ATLANTA • LOS ANGELES

AGENCIES AND BUSINESS PAPERS

SOME BUSINESS PUBLICATIONS have long been unhappy over what they consider the inadequate attention they get from some big agencies. These are the agencies that handle accounts that do both consumer and industrial advertising. The publications feel that the schedules they are given by these agencies are too skimpy.

The reasons for this alleged neglect are apparently two, in the main. The first is that the media commission earned by the agencies on the units of advertising prepared for and inserted in business publications is considerably smaller than the commission on units of comparable size produced for consumer magazines. Since this agency income is low, but the time and effort expended in preparing business publication advertising may be approximately as high as that to produce advertisements for the consumer magazines, the agencies are loath to give more than minimal attention to the business medium. An agency has even been quoted as saying it handles industrial advertising "as an accommodation" to its client.

It is charged, in addition, that recruits and other talent of relative inexperience, are given the assignments to prepare industrial advertising. Some of the agencies answer, however, that this is not entirely an economy move. It is said that writers and artists get more thrill from seeing their work appear in a magazine that circulates among millions than in a publication that is read only by thousands. Moreover, a general magazine may be read by friends of the writer or artist, whereas the business or industrial publication may be read by craftsmen or technicians with whom the agency persons have no normal social intercourse.

It should be pointed out, hastily, that these charges do not apply to all large agencies, for many are as conscientious about industrial advertising as about any other advertising of their accounts. But the situation does seem prevalent enough to create some important resentment.

What can be done about it? There are two superficial solutions. One is for the agency to charge a fee for the handling of business or industrial advertising. This sounds simple enough, but it might muddy the waters of agency-client relations. It would mean a change in the

status quo; it could present occasions for haggling that might endanger the relationship on more important matters; it would present a problem that might have to be discussed and bargained over each year. The agency might well take the attitude that it makes enough money on its handling of consumer advertising to carry the cost of the industrial, so why not leave things alone?

How does the fee arrangement under which Ogilvy, Benson & Mather is working with Shell affect the handling of business paper advertising? One of our Editors asked Mr. Ogilvy this question, and reported: "How will this system affect media-buying? Undoubtedly, it would blunt the accusation that agencies stimulate the use of media which return the highest profit to themselves. Mr. Ogilvy himself admits that there might be some additional flow into business publications with relatively low page rates. He has no great hopes, however, that the quality, as opposed to the quantity, of business paper advertising will improve. In his opinion, the most talented writers and artists are simply not interested in trade advertising."

If large consumer agencies handling accounts that advertise in both consumer and industrial media have difficulty with both their budgets and their creative talent in handling the industrial advertising, there is one way to relieve them of these embarrassments. It is for the client to split the account, giving the consumer part to the big consumer agency, and awarding the industrial part to a smaller industrial agency. Industrial agencies are accustomed to working on fees, and have so organized themselves that they can produce excellent professional work at a profit. Some large advertisers have split their accounts this way. However, such a division itself creates a problem, that of coordinating agencies and client on the objectives of a campaign.

There is no easy solution to this situation. It is apparent, however, that some business publications do have a grievance, and it is possible that some advertisers are not getting the best service on the industrial phase of their accounts. MEDIA/SCOPE will explore this matter over the months ahead, to seek a clearer delineation of the problem and a reasonable solution.

1961[#]

McCall's circulation, effective July 1961, will be 6,700,000. Actually this average was exceeded for the last quarter of 1960, with a high of more than 7 million copies in December. It is the first women's magazine ever to reach a total of 7 million copies for any issue. McCall's was first in circulation gains in 1960—an average gain of 775,000 copies per issue. **McCall's:** First among women's magazines in size and extent of advertising gains in 1960; first in advertising lineage; first in advertising revenue.

McCall's: First among women's magazines in editorial four color; first in editorial service lineage; first in total editorial lineage. Also, first in amount of editorial text, and first in amount of illustration.

McCall's: First among women's magazines to eliminate charge to advertisers for bleed pages

McCall's enters 1961 carrying the largest advertising revenue ever recorded in the women's field for a January issue—76% more advertising revenue than January 1960, 31.6% more advertising lineage than January 1960. It represents also the largest editorial lineage of any January issue, ever, in the field.

In establishing its leadership, McCall's has had only this formula: for the best results, simply produce the best magazine. Its management specifies and promises that, for readers and advertisers alike, it will be in 1961 a better magazine than in 1960.

McCall's
First Magazine for Women



Copyright 1956, The New Yorker Magazine, Inc.

The New Yorker creates

"The New Yorker has been instrumental in creating the great interest that now exists in the American theatre. With its coverage of the Broadway and Off-Broadway scene, as well as the latest happenings in London and Paris, The New Yorker keeps its readers

informed of the important trends in contemporary drama."

Dore Schary



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